

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVIII. NEW YORK, SEPTEMBER 14, 1904.

NO. II.

**Look
At
The
Map**

and See
How
Indiana Is
Covered
by the
Great
Hoosier
Dailies—
Indianapolis
Star,
Muncie
Star,
Terre Haute
Star.



Large figures indicate per cent of homes reached in the county by the Star League.

Small figures indicate daily circulation of Star League in county.

Heavy lines indicate interurban roads in operation centering in Indianapolis.

Dream Railroads indicated by light lines.

Population is taken from 1900 census, except Indianapolis 200,000; Muncie 22,000, and Terre Haute 20,000, with a corresponding increase in Marion, Columbus and Vigo counties.

Terre Haute Star has an additional circulation of 4,500 in Illinois within fifty miles of Terre Haute.

44% of Homes Inside Heavy Boundary Line Reached by Star League Newspaper

154,000

COPIES PER
ISSUE OR
MORE THAN

300,000

COPIES PER
WEEK

At only 50 cents an agate line, per week (Two insertions).

This Rate went into effect September 1, 1904.

THE ST. LOUIS SEMI-WEEKLY STAR

(EVERY TUESDAY AND FRIDAY)

"MAKES GOOD TO THE ADVERTISER."

While rate and circulation are important factors when listing mediums, the primary question is "Will the paper make good?" The St. Louis Semi-Weekly Star *makes good*, has *the circulation*, and *reasonable rate*.

JUST SEE HOW WE "MAKE GOOD" TO THESE

NELSON CHESMAN & CO.

Newspaper Advertising Agents.

ST. LOUIS, MO., July 25, 1904.
Semi-Weekly Star, St. Louis, Mo.

GENTLEMEN—We have been constant users of the advertising columns of the St. Louis Semi-Weekly Star for a large number of our clients since its inception, and we take pleasure in assuring you that results have been thoroughly satisfactory; so much so that we felt warranted in placing your paper among the select few of "best mediums."

Assuring you of continued patronage, we remain, yours respectfully,

NELSON CHESMAN & CO.,
Richard Pendergast, Sec'y.

RED CROSS SUPPLY CO.

Mfrs. of Baking Powders, Extracts,
Soap, etc.

ST. LOUIS, MO., July 14, 1904.
Semi-Weekly Star, St. Louis, Mo.

GENTLEMEN—We take pleasure in testifying to the remarkable pulling qualities of your Semi-Weekly edition. We have used the Semi-Weekly Star since our inception in business, and invariably with splendid results. In fact, we consider your publication one of the best, if not the very best, on our list.

Trusting that our business relations will be as pleasant and profitable in the future as in the past, we remain,
Very truly yours,

RED CROSS SUPPLY CO.,
F. M. Jacobs, Mgr.

Manufacturers' Distributing Co

Outfitters for Farm and Home.

ST. LOUIS, July 13, 1904.

St. Louis Star, City:

GENTLEMEN—Upon representations of your solicitor we were recently induced to try the Semi-Weekly Star for advertising purposes, and notwithstanding the fact that this is the dull season in our business, the results were gratifying and surprising. We have had a great many answers, and doubtless a considerable business will result. Our experience has certainly proven profitable.

Yours very truly,

MANUFACTURERS' DISTRIBUTING
CO.,
Felix Coste, Pres.

Drs. Francis & Francis, Specialists.

ST. LOUIS, July 14, 1904.
Semi-Weekly Star, St. Louis, Mo.

GENTLEMEN—We feel that no further testimonial to the result-bringing qualities of your Semi-Weekly edition is needed than the mere fact that we are continuing our advertising straight through the summer months, the Star being one of only two papers out of our list which have brought results sufficient to warrant us in running our advertisement through the supposedly dull season. We take further pleasure in notifying you that in spite of the time of the year there has been no falling off in returns up to the present time.

Sincerely yours,

DRS. FRANCIS & FRANCIS,
Per S. D. Francis.

FOR SAMPLE COPIES, ETC., WRITE TO

THE ST. LOUIS SEMI-WEEKLY STAR

Phone 6759 Cortlandt.

WM. T. BLAINE,

Phone 5135 Central

41 PARK ROW,
New York.

(SPECIAL AGENCY).

Foreign Advertising Manager.

TRIBUNE BUILDING,
Chicago.

W. F. DUNN, Western Mgr.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVIII. NEW YORK, SEPTEMBER 14, 1904.

NO. 11.

HOW THEY PRINT ADVERTISING LITERATURE IN CHICAGO.

The printing of large editions of advertising literature has been carried to a high point of development in Chicago, owing to the demands of the city's enormous mail-order trade. So far as fine advertising matter in ordinary editions is concerned, Chicago has no marked advantages over other cities, either in artistic printing or cost. But in the making of booklets in 2,000,000 and 4,000,000 and 6,000,000 the mail-order houses have developed methods peculiar to themselves. The flimsy circulars of ten years ago, crudely printed on cheap print paper, have been steadily improved in quality. To-day the Chicago mail-order houses send out literature that is really artistic, while the element of cost has not been increased. In many cases it has been perceptibly reduced, despite an increase in the cost of raw material and labor. The binding and handling of these large editions has also been put on sound economic principles, and all along the line there have been improvements making for effectiveness.

Until the magnitude of the problem is realized it is difficult to appreciate these advances. One of the large wholesale houses in the Windy City conducts its business entirely through a monthly catalogue. Between 1,500,000 and 2,000,000 copies of this book are sent out yearly. An increase in the cost of production of one cent per copy means \$18,000 in the year. To print the catalogue on the cheapest coated paper instead of the thin

smooth stock that is used would mean an increase in the yearly postage bill of \$450,000. Some years ago a rival house in New York City determined to wipe this Chicago concern off the face of the earth by publishing a finer catalogue, using coated paper and half-tones instead of thin book paper and wood-cuts. The rival catalogue was a thing of beauty, but took so long in printing that when the first sheets were dry the goods offered were out of season, and when the finished book was mailed the Chicago firm's catalogue was two issues ahead of that sent out by the New York house. The latter quit in a few months, after losing a great many thousands of dollars.

James Ward Thorne, advertising manager of Montgomery Ward & Co., has done much to develop this new school of advertising literature, and the printing sent out by his house is representative of the best in its field. Mr. Thorne took charge of the firm's advertising department upon leaving college, and had rather high notions of what printing should be. Hand-made paper, black letter, illuminated initials, embossed covers and red ribbons seemed to him to have the maximum of advertising value, but from the outset he was confronted by the actual limitations of dollars and cents. In an edition of 5,000,000 booklets the slightest difference in the grade of paper used amounted to \$2,000 or \$3,000, while the mere difference of binding them on the long or short margin might mean \$1,800 or \$2,000. Gradually his ideals of good advertising literature were chang-

ed, but though they were lowered, the quality of the Montgomery Ward & Co. printing steadily rose. Better paper was used, and simpler arrangements of type. Printers, engravers and papermakers were also working to the same end, and even the Chicago postoffice instituted new methods of handling advertising literature that saved time and money for the mail-order houses and the government. Today the literature sent out in this trade is so far from the cheap things of a decade ago that they could be adopted as models by many an advertiser who is paying three or four times for printing what he gets back in advertising value.

"It takes quite a while to get over the belief that printed matter must have a sort of hypnotic effect on the reader," says Mr. Thorne. "Every day I get calendars with laurel wreaths around each word of their advertising statements, and booklets in which the matter is simply embossed and decorated out of existence. You hold your breath when you estimate what these things cost some advertiser who hasn't got down to first principles.

"Now, here is the dummy for a booklet to be sent out in a 4,000,-000 edition, I tried several kinds of paper before I got one that had the requisite appearance and came within the weight limit of one-cent postage. We are going to send out sixty-four pages of reading matter for a penny. Will it pay to print it in two colors? An extra color will cost us \$6,000 on the job. I've got to decide whether an extra color in this booklet will bring us that much more return. On taking into consideration the class of people to whom it goes I decide that it *isn't* worth that extra expense, so we'll print it in black.

"This booklet is going to 4,000,-000 farmers. The farmer is leisurely. He wants a booklet that he can carry in his pocket, and when he sits down in a fence corner he'll take it out and thumb it over, considering and reconsidering before he sends an order. A great big blanket circular could be print-

ed much more cheaply, but he wouldn't carry it around. If he even took it home it would be used to light the fire or wrap a bundle in, or would crawl onto a back shelf and be permanently lost. So we make it of a size to slip into his pocket.

"The paper must be of a quality to stand thumbing, for the farmer thumbs it over and over again. It must stand wear in his pocket. The general appearance of the booklet must be good, for if it doesn't look substantial he'll throw it away at the postoffice. To look substantial a booklet doesn't necessarily have to be printed in colors and have a thick cover, but it must be clearly printed, tasteful in arrangement and free from all suggestion of cheapness. The problem we meet every day is to get out something really cheap that doesn't look the part. Some of our literature, especially catalogues, must be luxurious. We send out some catalogues that cost fifty cents to a dollar apiece. But these are comparatively small editions—from 3,000 to 5,000. On such literature expense need not be considered.

"After good paper and clean printing have been incorporated in a booklet that will impress favorably at first glance, I don't believe it really matters how the story is presented. When readers get down to the real story any kind of printed matter will hold them. But you must go to them dressed in good clothes. One of the best things we ever sent out in point of returns was a booklet printed on common butcher paper with a brown wrapping paper cover. It looked attractive and was an oddity. Paper and printing too fine has a tendency to detract from the advertising matter, I think. If the matter tells about goods that readers need, at right prices, it could be printed in stud-horse type.

"The largest element of saving is made on methods of folding, wrapping and mailing literature, rather than on printing and paper. The difference between wrapping a booklet and mailing it in an en-

(Continued on page 6.)

Little Lessons in Publicity.—Lesson 52.

SUBSTITUTION

is an evil the practice of which is not confined to the druggist and the grocer alone. "Grafters" of all kinds are usually substitutes. The druggist or the grocer substitutes because he can make a few more pennies on each package than he otherwise would. Some advertising agents substitute—a weak paper for a strong one—in consideration of a page advertisement for his directory or for his house organ, erroneously styled a trade journal. Sometimes it is because the weaker paper furnishes transportation, entertainment, etc., etc., but it is nearly always "graft" in one form or another.

We are not trying to tell advertisers how to conduct their business—but look out for the "grafters." The commission the agent receives should be sufficient. Look into the situation as it exists in each city and do not accept substitutes for the following "one papers" in "one-paper cities":

Minneapolis — THE MINNEAPOLIS JOURNAL

Washington — THE EVENING STAR

Baltimore — THE BALTIMORE NEWS

Indianapolis — THE INDIANAPOLIS NEWS

Montreal — THE MONTREAL STAR

There is no substitute in any of the above cities for the paper named.

A. E. CHAMBERLAIN,
Mgr. Eastern Dept.,
Tribune Building,
New York.

M. LEE STARKE,
Mgr. General Advertising,
NEW YORK CITY.

W. Y. PERRY,
Mgr. Western Dept.
Tribune Building,
Chicago.

velope may amount to \$1,000 on a 2,000,000 edition. Every time you wrap a booklet it costs at least twenty cents per thousand. Our daily outgoing mail is enormous, and we could put envelope fillers in many thousands of letters. But it costs sixty cents per thousand just to put the simplest enclosure in the envelopes. The whole matter comes down to a question of deciding between economy and results. The man who can tell where to draw the line exactly can save thousands of dollars for a house like ours."

The mail literature of Montgomery Ward & Co. is printed by the W. F. Hall Printing Co., Chicago. E. F. Colvin, superintendent of the mechanical department of this concern, says that some of the paper used in mail-order booklets and catalogues is specially made for the purpose. Cheapness, light weight and a good printing surface are sought. A special stock much used is called "sized and super-calendered book," or "S. & S. C." This weighs only thirty pounds to the ream in the 25x38 size, and costs four and a half cents per pound. The booklet on butcher paper referred to by Mr. Thorne was printed on a manila fiber wrapping paper, weighing forty pounds in a 24x38 size, and costing two and a half cents per pound. Ordinary print paper costs three cents. A rough surface stock called "novel paper" is often used instead of print, as it costs only \$2.40 per 100 pounds and has a firmer texture. Another stock employed extensively is a machine finished laid book, with a fine smooth printing surface, weighing forty pounds in 25x38 size and costing \$3.80 per hundred pounds. Cover papers are seldom used, as mail-order booklets are sent out coverless. There are many cheap cover papers, but the cost of putting a cover on 1,000,000 booklets is greater than the returns will justify.

Woodcuts are now employed for illustrations in these booklets, as they give a cleaner effect on cheap stock and long runs. Great pains

are taken with the "make-ready" of a booklet to be printed in million editions. Where a pressman would ordinarily spend an hour on this detail for a small edition, a day and a half is usually given to underlays for long runs. Then the presses may be run at greater speed, and for hundreds of thousands of impressions, while the print is clear and uniform throughout. None but the finest electrotypes will give good results on these big editions. The copper shell must be extra heavy, and nickel-plated in addition. Cheap plates mean cheap work and delays.

In an edition of 4,000,000 a sixty-four page booklet with pages four by five inches, bound with staples, can be produced for about \$4.75 per thousand copies in one color. This is just about the cost of a really good business card. An additional color costs \$1.50 per thousand. Composition and plates on such a run cost only ten cents per thousand. The completed booklet, addressed and ready for the mails, costs little more than half as much as the one cent stamp necessary to carry it through the United States mails. Such a booklet can be produced at the rate of 150,000 to 175,000 per day on cylinder presses. Thus far the Chicago printers have not installed rotary presses for this class of work.

Postmaster Coyne, of Chicago, has been instrumental in bringing about new methods of handling the advertising matter of the big mail-order houses, facilitating their delivery and saving the Government considerable expense in handling. When Montgomery Ward & Co. wish to mail an edition of 4,000,000 booklets the wrappers or envelopes are addressed and sent empty to the post-office, where clerks sort them into routes as though they were ordinary mail. The wrappers then go to the printing office, where they are filled, stamped with pre-cancelled stamps sold in Chicago for this very purpose, put into mail bags under the eye of a Postoffice

inspector, and sent direct to trains. When a big edition is being mailed the firm sends out between 100,000 and 125,000 booklets daily. The record in Chicago for mailing is held by Montgomery Ward & Co.—110,000 booklets per day for twelve consecutive days. Care is taken in mailing these editions to distribute the allotment for small postoffices over several days, as the arrival of several hundred catalogues or booklets at the cross-roads postoffice at one mail is likely to cause congestion and delay.

JAS. H. COLLINS.

THE RIGHT IDEA FOR A PRINT SHOP.

About ten years ago in Chicago, it was reported that down in the coffee and spice district in Wabash avenue, there was a modest printing establishment where the proprietor actually turned down an order because he was not permitted to do it his own way.

It was probably the first time in the world's history that a printer had refused a job and it created quite a scandal at the time.

The commenter put a package of copy under his arm and started out to find the plant. Here was a printer who was either bluffing or who had some idea of the right sort of service for his patrons.

It was found that the printer knew his business and insisted on working conscientiously for his customer's interest or not working at all.

Everyone said, "O, we'll not go to that printer: why he actually insists on having his own way. We know what we want and he will bully us into taking something different."

"Well," they were answered, "if he can show that his way is better he is the sort of printer you are looking for, isn't he?"

This dictator of a printer kept right on making customers and when he made one you could not get him away with a steam winch. He got to be the largest good printer in the United States. He coerced people all over the country into using his kind of printing and they seemed to be glad of it.

Now a lot of manufacturers and other folks in the East have sent for him to come and bully them down there and he is putting in a plant in New York.

The advertising moral in the foregoing is that a man is allowed to have his own way if he can deliver the goods.—George L. Dyer, in *Judicious Advertising*.

SHE stepped into a place whose window bore this legend:

"Messenger Boys Furnished."

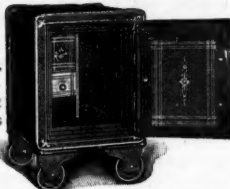
Walking up to a clerk behind a desk, she asked:

"Could I get a boy any cheaper unfurnished?"—*Baltimore American*.

\$11.95 FIREPROOF SAFE

\$11.95

buys this 300-lb. guaranteed Fireproof Safe, highest grade, heavy wrought steel continuous plate construction, fitted with genuine



Yale triplex 3-tumbler combination lock; best workmanship throughout, positively the equal of safes that sell at \$30.00 to \$35.00. Dimensions: outside, 24 x 14 x 16 1/2 inches; inside, 13 x 8 x 9 inches. Has one 5 1/2-inch cash box with fine lock; one 3 1/2-inch drawer; one 3 1/2 x 14-inch pigeonhole; one 13 1/2-inch book space. Just the safe for small merchants and offices.



\$23.95 BUYS THIS 400-lb. HIGHEST GRADE FIRE-

PROOF SAFE (guaranteed). Equipped with genuine Yale unpeckable, triplex, combination lock; finest construction throughout. Dimensions: Outside measure, 37 1/2 x 24 x 22 1/2 inches. Inside measure, 26 1/2 x 15 x 13 inches. Arrangement of cabinet work: One 6 x 4 1/2-inch iron cash box with high grade lock, with two flat keys; one 3 1/2-inch drawer with knob, two 2 1/2 x 4 1/2-inch pigeonholes; one 3 x 4 1/2-inch pigeonhole; one large book space, 14 x 9 1/2 inches; one small book space, 14 x 4 1/2 inches. A BIG BARGAIN FOR ANY STORE, OFFICE, FACTORY, SHOP OR HOTEL.

We will letter your name or firm name in gold over door free of charge if requested. You can send us your order for either one of these safes with the understanding that we will return your money and pay freight charges both ways if you are not pleased or do not consider you have received a wonderful bargain and saved about one-half in price.

For large illustrations and descriptions of our complete line of safes, including our massive heavy wall single and double door safes at \$15.00 up to \$100.00, for detailed explanation of our method of fireproofing, heavy construction, how we make our safes heavier, stronger and better than others, how we can sell the highest grade safes it is possible to build for about one-half the prices all other dealers ask, for our great 30-day free trial offer, explanation of our binding guarantee, our money refund offer, for freight rates, for our liberal terms of shipment, write for our Free Safe Catalogue. Cut this ad out and mail to us and the complete SAFE CATALOGUE and our WONDERFUL MONEY SAVING SAFE PROPOSITION WILL BE SENT BY RETURN MAIL. Address,

SEARS, ROEBUCK & CO.,
CHICAGO, ILL.

CHECKING THE LETTER-BROKER.

If a mail order advertiser runs an announcement in a list of mail order journals aggregating 1,000,000 circulation, and gets as many as 5,000 inquiries for his catalogue, those inquiries represent the cream of 1,000,000 people—5,000 persons who have shown interest in the advertiser's proposition. Other mail order advertisers willingly pay a premium for the use of the letters, as by sending their own catalogues to the people who wrote them they save the original expenditure for advertising. Letters of this kind are purchased by letter-brokers and rented by the thousand to other advertisers. The renting price depends on two things—the kind of proposition that brought out the letters and the number of times they have been used by subsequent advertisers. Letters from 1,000 people who ordered goods to the value of a dollar each are naturally worth more than letters enclosing a two-cent stamp for a catalogue, and it is also natural that the advertiser who first copies the names and addresses for circularizing purposes must pay more than the one who uses them next. The letter-broker is seldom in business for his health. Having bought the letters from the original advertiser he wants to realize as much as possible in rentals. So is apt to forget just how many times a lot of letters have been copied, and the mail order advertiser must take this tendency to forgetfulness into account if he wants to rent letters at a fair price and avoid circularizing lists that have been thoroughly worked over by other advertisers.

* * *

To keep any check on the letter-broker would seem difficult. They deal pretty much with facts in the mail order field, however, so it is not surprising to learn that a system of checking has been devised. This system was lately outlined by a man of large experience in mail order propositions:

"Checking is expensive, but necessary to an advertiser who

uses letters. It is first necessary to arrange for several mail addresses away from the office. Mail can be sent to the homes of employees, usually. Then the advertiser must answer each ad in the representative mail order papers—taking publications like *Comfort*, the Vickery & Hill list, *Woman's Magazine* and *Woman's Farm Journal*, *Woman's Home Companion*, *Ladies' World* and so forth. All ads offering mail propositions are answered the first month, and all the new ads of this character every month thereafter. Each ad is listed on a card and given a keyed address. Then, after the first advertiser has sent his literature, there will begin to arrive from other advertisers circulars, catalogues, sample copies of publications and what-not. Reference to the key number on the wrapper or envelope shows at a glance whose letters the sender is using, and the cards are posted accordingly. Such a checking system takes the attention of an intelligent clerk, but is worth its cost. By and by Mr. Letter-Broker comes sailing in. 'I've got a good thing for you now!' he says enthusiastically; 'ten thousand of the Robinson & Co. letters—all fresh—\$8 a thousand.' 'Been copied before?' 'Why—er—let me see—no, not by any one in your line. I believe one other firm has used them.' Then you turn quietly to your card system, find the Robinson & Co. card, and learn just how many times that batch of letters has been used and for what lines of business. If the letters have been copied several times more than the broker asserts your information generally results in a saving on the price per thousand that more than pays the cost of the checking system. The older such a system grows the more valuable it becomes, for it gives the history of practically all the letters that are sold to brokers. If it can be maintained by two or more advertisers in different lines of business the expense becomes nominal."

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INFUSE individuality in your advertising and you will do good advertising every time.

In Philadelphia

there are about 230,000 homes.

The circulation of

The Evening Bulletin

which during the month of August
shows a net paid daily average of

183,404 Copies Per Day

(See Roll of Honor Column.)

goes each evening into a majority
of these homes

The Bulletin's circulation figures are net. All
damaged, unsold and returned copies have been
omitted.

EFFECT OF THE MAIL-ORDER TRADE ON THE CHICAGO POSTOFFICE.

Chicago's postmaster scarcely needs a calendar to tell the month. When he sees upon his desk in the morning the daily statement of work performed, and notes that 700,000 letters went through the canceling machines, that 70 tons of newspapers and magazines and 30 tons of merchandise were weighed out of the mailing-room, he knows it is August; that the business man is casting the fly and swinging the driver; that the typewriter-girl is visiting her aunt in the country. But when the daily report shows above 1,000,000 letters canceled, and 90 tons of second-class and 60 tons of third and fourth-class matter handled, he knows that the frost is on the pumpkin and the fodder's in the shock. When the money-order department reports 13,000 transactions a day, the postmaster knows that the languor of summer has struck Chicago's business; but when the transactions approach 20,000, Chicago houses take \$250,000 a day out of the post-office cash-drawer, the postmaster knows that Santa Claus is stocking up for Christmas.

The money-order business of the Chicago postoffice for 1902, made a showing of 6,528,692 transactions, amounting to \$110,595,544.50; while the year 1903 made a showing of 7,832,290 transactions, amounting to \$135,039,420.97, an increase in transactions of 1,308,598, amounting to \$24,448,876.47. Thursday, the 7th day of April, 1904, was the banner day, with 54,095 transactions, amounting to \$1,323,661.16, and it is safe to say that no other office has ever approached it.

The ordinary observer has no adequate conception of the size of the Chicago postoffice. It is not generally known that there are 47 branch stations in the different parts of the city all under the jurisdiction of the postmaster. Many branch stations compare in the volume of business transactions with some of the chief cities of the United States; for example the Board of Trade station, employing

14 clerks and 26 carriers, did a business last year of \$935,277, putting it in the same class with the city of Buffalo. The Monadnock station, with 7 clerks and 4 carriers, did a business of \$826,703, placing it in the list of postoffices of the country with Kansas City. The Stock Exchange station ranks with New Orleans and Denver.

In addition to these stations, there are 203 substations, or, as now designated, numbered stations, located principally in drug stores, each under the supervision of a clerk in charge, all under the jurisdiction and direct control of the postmaster. Some of these do a business that compares favorably with large cities, notably No. 190, located in the store of Marshall Field & Co. This station was established on January 1, 1903, and ranks with cities of the class of Bloomington, Joliet, and Danville, Ill., East Orange, N. J., and Auburn, N. Y. During the year there were issued from this station 7,012 domestic and 134 international money-orders, amounting to \$55,792.86; stamps sold to the amount of \$67,561.10, and 2,625 pieces of registered matter handled.

A few general figures gathered from this report are interesting. The Chicago postoffice sells on an average about \$25,000 worth of stamps, about \$3,000 worth of envelopes, and receives about \$2,000 daily from second-class matter, making a total of receipts of \$30,000 per day. Of this sum about \$7,500 are for pre-canceled stamps; that is, stamps that are canceled in advance of being placed upon mail matter, saving a delay in dispatch of mail and inconvenience in handling after ready for dispatch. Of this latter sum, one firm alone buys nearly \$3,000 worth each day. Another firm placed an order with us on September 1st last for 1,300,000 pre-canceled one-cent stamps. The largest check ever received by the Chicago postoffice for pre-canceled stamps was for \$25,000; the largest day's sale of stamps and envelopes amounted to \$67,000.—*Report of F. E. Coyne, Postmaster of Chicago, in "Chicago, the Great Central Market.*

A Man Who Made A Fortune Advertising

proprietary articles, recently said, "I attribute much of my success to the great care taken in selecting attractive, handy and durable packages for my products. The retailer is only too glad to display my goods because they add to the attractiveness of his store, and customers, judging contents by the appearance of a package, try my products rather than those of my competitors, who use ordinary packages."

"Because my packages are handy and durable, they are used long after the contents are consumed, and thus I get free and continuous advertising from the consumer as well as from the storekeeper—and get it, too, without any additional expense."

In accordance with this idea, wide-awake manufacturers, whenever it is at all possible, use

Decorated Tin Boxes

Suppose you write—TO-DAY—for samples, prices and complete information, to the

AMERICAN STOPPER COMPANY

57 VERONA ST.

BROOKLYN, NEW YORK

The Largest Maker of TIN BOXES Outside the Trust.

MAIL-ORDER JOURNALS FOR GENERAL PUBLICITY.

During the World's Fair in St. Louis the *Woman's Magazine* has entertained advertisers from every part of the country, and of all shades of belief as to mediums and methods. One afternoon an eastern advertiser who uses the high-grade magazines for general publicity was being shown around our building, and expressed regret that the circulation of the *Woman's Magazine*, now over 1,600,000 should be unavailable for his purposes. His commodity is a household necessity selling at fifteen cents, but he has never advertised it outside of the cities.

"If you only reached the right class—" he said.

"What would you consider the right class for your proposition?"

"Well—people living in good homes, and of sufficient culture to appreciate such an article."

He was taken up to the mailing list of the *Woman's Magazine* and asked to name a town anywhere with which he was familiar. He named the aristocratic suburb on Long Island where he lives. There were twenty-four paid subscribers to the *Woman's Magazine* at that place, and the card on the top of the bundle bore the name of his wife!

The general advertiser who uses magazines that he sees sold around him every day cannot be brought to realize that nine-tenths of the people in this vast country never see them at all. Even if he does realize that their circulation is limited compared with the total number of people in the United States he looks upon the 65,000,000 folks who live in cities under 50,000 population, and on farms, as different from the people who use his commodity.

Now, let's go into a few simple figures

In the State of New York the *Woman's Magazine* has 197,000 paid subscribers. Few monthly magazines have that amount of circulation altogether. Furthermore, it is safe to say that no publication

in the State of New York, counting New York City, has anywhere near that many paid-in-advance subscribers—even the newspapers. This is more than half the afternoon circulation of the New York *World*, which is stated in the Roll of Honor at 357,000 copies for 1903. In Illinois the *Woman's Magazine* has 125,000 paid in advance subscribers, or more than one-third as many as the Chicago *Daily News*. In Iowa it has more circulation than any newspaper or other publication in that State—and this is true of several other States. In Chicago it has close to 50,000 subscribers, and in New York City about the same number. This is all paid-in advance circulation, and I know no better comparison of its value than with a New York ten-cent monthly magazine which prints 200,000 copies. According to the publisher's own statement only 11,000 copies of this magazine go to paid subscribers—less than six per cent of the number printed. Ninety-four per cent of the total number printed go onto newsstands.

The mail-order journals have quantity of circulation.

Have they quality?

Let's see.

Quality in advertising means just purchasing power. If the readers of a publication have money it doesn't make much difference to the advertiser whether they have a college education or not. The average general proposition exploited in the high-grade magazines calls for no great outlay of money anyway. Soaps, washing powders, dentifrices, toilet articles, cooking utensils, foods, household conveniences and articles costing less than one dollar at retail are in the majority. Clothing costs more, but everybody wears it. Pianos are costly, but people of every degree buy them. The commodity of which it may be said that only a select few can appreciate or purchase it, is so scarce as to be almost beneath consideration in broad advertising.

Have the readers of the mail-order papers money?

When the new building of the

Woman's Magazine was completed it had cost \$1,000,000 for construction, machinery, etc. Five years ago there was no plant, no magazine and not a dollar to represent the great business that has been built up since. This building, plant and magazine all came from the people who are on our subscription lists, and the building and business form the biggest monument to the power of advertising in the world. The People's Postal Bank, established by Mr. Lewis, has \$5,000,000 capital, and it is estimated that \$10,000,000 will be paid in the first year of its existence for postal currency certificates. All this money comes from the readers of our two magazines, for the People's Postal Bank has been advertised in no other publications.

Can the general publicity advertiser use such mediums to promote his interests? Ask, rather, whether he can afford to ignore them. The mail-order papers carry month after month, and year after year, the advertisements of such houses as Montgomery Ward & Co., Sears, Roebuck & Co., etc. Every ad is keyed, and each is watched, not for its general publicity value, but for the actual sales it makes, and the cost of those sales. The two largest general mail-order houses in the country each did a gross business of \$25,000,000 last year. It all came out of the mail-order journals, practically.

In thirteen months the advertising rate of the *Woman's Magazine* was raised by stages from \$1.75 an agate line to \$6 a line. Not an advertiser was lost. Each ad in the magazine was keyed, and each advertiser knew that he was getting business at a profitable rate per reply. I venture to say that had a magazine carrying general publicity advertising made one-half this increase in its rates in that period not more than twenty-five per cent of its advertisers would have stayed.

Now, here are the hardest kind of facts about the money results to be secured in the mail-order publi-

cations. Our two journals reach over 2,000,000 families a month, or 10,000,000 readers. The advertiser with a general proposition—selling his commodity through retailers—could reach several times as many readers in the mail-order journals as in the magazines at less than fifty per cent the cost. So far the amount of general publicity advertising in mail-order journals has been insignificant. But some shrewd advertisers are going to wake up to this big proposition one of these days, and when they do the articles now sold only to people in cities will be extended infinitely in their sales or else crowded off the map by competitors who have the foresight to use high-grade mail-order papers for general advertising. I know, from results secured in our own publications with keyed ads, that with these mediums alone an advertiser exploiting a soap, talcum powder, a dentifrice or any similar article, can cut into the sales of widely advertised articles of the same kind at least twenty-five per cent in one year.

The *Woman's Magazine* offers to pay \$100, to anyone who can designate a postoffice in the United States where there are fifty English-speaking families at which our mailing list will not show paid-in-advance subscribers. I do not believe that this offer could be duplicated by any twenty of the monthly magazines that now carry the advertising of the man who seeks general publicity. How long can the general publicity advertiser afford to ignore this clientele?—A. P. Coakley, *Advertising Manager Woman's Magazine and Woman's Farm Journal*.

Plain language makes plain sailing.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 152,062. Rate 35c.

WHAT CAN BE DONE IN TEN YEARS.

All sorts of romantic stories are told in Chicago about the rise of the mail-order house of Sears, Roebuck & Co., which was founded in 1895 and has grown to a gross annual turn-over of more than \$25,000,000. Business men who have themselves built on nothing but hard sense and hard work will tell you that luck made Sears, Roebuck & Co., and cite stories of the firm's beginnings, when the first small office was constantly shifted from place to place to avoid creditors who would have hounded the concern out of business. The populace generally will confide to you in a whisper that Messrs. Sears, Roebuck and the Co. are three Polish Jews who landed at Ellis Island and started out as pack peddlers. And, of course, there is the pleasing old story about that one last hopeless advertisement, inserted through the kindness of a publisher who was willing to wait for his money, which turned the tide of fortune and sent thousands of dollars flowing into the till. The success of Sears, Roebuck & Co. has been rapid and striking, so, ergo! it must have been accomplished by means more or less supernatural. Thus the public reasons.

R. W. Sears, the founder of this house, is a broad-shouldered, somewhat retiring man of forty, born in Minnesota, altogether an American, and with about as much of the supernatural in his personality as one might associate with, say, Uncle George Daniels. Mr. Sears, too, is a railroader. At twenty he went into a railroad office in Minneapolis, staying five years. The genius for trading, so strong in every Westerner, led him into various side lines, and about fifteen years ago he began selling watches and jewelry by mail, advertising in country weeklies in his own immediate territory and the few mail-order journals then in existence. This business prospered until the panic of 1893. Then money tightened, and watches, jewelry and every other article of

luxury became exceedingly slow in the market. Only necessities were in demand, so Mr. Sears began offering a small line of general merchandise at prices to suit the times. After a year's good business he moved from Minneapolis to Chicago, with the idea of establishing a greater trade in the real distributing center of the West. In the nine years since then the annual turn-over of the house has grown from \$500,000 to its present proportions.

"It is hard to persuade people that there is no secret about this business," he says, "yet there is nothing whatever mysterious about a mail-order house. We give people what they want at the lowest market price, and let them know that unsatisfactory goods will be taken back. That's all there is to it. I know that the success of mail-order trading is generally attributed to advertising. Our present annual expenditure for advertising and printing is \$1,000,000, yet this department of the business, being only a four per cent expenditure on the whole, is just a detail of the whole, and no more important in its place than an efficient shipping department. To regard advertising as something apart from the business would be to put it on a wholly wrong basis, and dangerous. A list of the publications we use would tell very little, for we use pretty nearly everything, good and bad, on the assumption that all publicity helps in the aggregate. The most important thing in advertising is to have something good to sell, and to hold on. You can fool part of the people part of the time, and so forth, but you can't buy enough advertising to fool all of them all the time, and even if it were possible to fool them all permanently you would have to devise a less costly way to do it than advertising. Strong advertising will never bolster up a weak proposition. You can't get mediums strong enough to pull it to even a fair success. On the other hand, with a proposition that is intrinsically sound and popular, you

don't have to have very strong advertising mediums.

"Our ads usually contain just as much reading matter as we crowd into the space. I don't know that this is important. But to give value—to make good—that is important. What you say in your advertising matters little if you do what you say. The mail-order trade rests not so much on advertising as upon catalogues. The advertising sells once, but the catalogues establish a permanent trade. They are the mainstay and backbone of the business. By far the greatest portion of our expenditure goes for printing. We will soon have the largest commercial printing plant in the world, and for several years our own printing office has employed between fifty and a hundred compositors. Our big general catalogue circulates to the extent of 3,500,000 copies annually, and is supplemented with eighty-five other catalogues, each devoted to a special department.

"Ten years ago the country weekly was necessary to the mail-order trade, but to-day we use it hardly at all. We employ the agricultural journals largely, and also the religious press, but the mail-order journals have done us by far the most good. They tell our story quickly and thoroughly to vast numbers of people, and in the past particularly have produced results little short of the marvelous. Ten years ago advertising was distrusted, and the business of sending money away for buying at a distance was surrounded by a great deal of mystery and risk. Advertising, coupled with every means of convincing people that our intentions were good, has entirely changed these conditions. Mail-order advertising has gone from the country newspaper to the very best classes of mediums. While daily papers are not of service in our advertising, we now use high-grade magazines, such as the *Saturday Evening Post*, *Collier's* and other weeklies of great circulation, as well as the monthly magazines. Where country trade was formerly sought we now sell also to peo-

ple in towns and cities, and our catalogues are sent anywhere outside of Chicago and Cook County, except to foreign countries, which we do not find it profitable to trade with. The extension of the mail order field has made it possible to employ high-grade magazines with less waste circulation than formerly. The extension of our field is due largely to low prices. In some departments of our business the percentage of profit is very small—a gross profit of less than ten per cent, which includes none of the expense of advertising or handling. But the turn-over in one of these departments aggregates \$2,000,000 a year, and it is possible to advertise it liberally at a cost insignificant in comparison with the business done.

"I am neither a born advertiser nor have I any particular genius at merchandising. The growth of this house is based on Mr. Carnegie's principle of success—getting good men around me. I have always endeavored to employ the best men I could get in each special line."

Sears, Roebuck & Co. is now a stock company. Mr Roebuck was an early employee of Mr. Sears, and his name was used in the first years because it gave greater dignity to the business. Incorporated under the Illinois laws, the company has a capital of \$2,000,000, occupies a dozen buildings in Chicago with 800,000 square feet of floor space, has fifty-three separate departments, and employs 3,500 people. While now conducted through many separate departments, each in charge of a responsible chief, the business as a whole is the result of Mr. Sears' ability in organizing, and is still altogether a reflection of his creative genius.

EASY SHOPPING.

A traveler in the Philippines writes: "There is no place where shopping is easier than in Manila, for it is almost absolutely impossible to buy anything you require. You can, nevertheless, purchase, if you are inclined, everything you do not want—and soiled at that—at four times or so its normal value."—*Chicago News*.

WEEKLY AD CONTEST.

TWENTY-EIGHTH WEEK.

In response to the weekly ad contest fifty-four advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent in by J. Arnold Wright, New Bedford, Mass., and it appeared in the Boston Transcript for August 24, 1904. In its original size the ad occupied $4\frac{1}{2} \times 7\frac{1}{2}$ inches of space. A coupon was mailed to Mr. Wright as provided in the conditions which govern this contest, viz.: Any reader may send in an ad which

ad each week. Advertisements coming within the sense of this contest should be preferably announcements of some retail business

WHERE THE FRISKY LAMBKINS BROWSE.

It is wrong to expect the farmer in the middle and western States to buy stocks. They do not indulge in the practice to any great extent. The great field for these operations is in the large cities and among the people of the East.

The East is full of the get-rich quick and the gambling spirit, hence the ease with which the "suckers" are landed.

Chicago is another great city for promoting new enterprises which entail the sale of stock. Boston and San Francisco probably are two of the best cities in the United States for this purpose.

The larger cities contain more people with wealth—people who are ever on the lookout for opportunities to make investments which promise a large return in the shape of interest or dividends—or both. They also contain the prize promoters—financial institutions or companies which control the investments of many clients—and these people are better able than anyone else to float new projects.

New York, especially, is full of promoters—men who do little else but secure capital for enterprises, out of which they may secure a few hundreds of thousands of dollars for rendering this service.

Mediums have much to do with the success of the advertising of stock which is put up for sale. For instance, in New York, the *Herald* is foremost, because it probably reaches more moneyed people, and the *Journal* pushes it closely, because it reaches the most people. Several other New York City dailies are recognized as good financial mediums—especially the *Sun*, because it devotes much space and attention to Wall street and other financial news.

The Sunday morning issues are preferable for financial advertising of this particular character, because they are the editions which go into the home to be leisurely read by every member of the family. They are also closely scanned by those interested in advertisements of any and every kind—notably the women.

This is not a statement to be snickered at either, for women are large investors in stocks and bonds, and many are quite nervy speculators.—H. Russell Voorhees, in *Ad Sense*.

Mrs. Stubb—"Let us stop at this hotel, John."

Mr. Stubb—"The one down the beach is just as large."

Mrs. Stubb—"Yes, but this one has a picture of the hotel on the stationery that covers half the envelope."—*Chicago News*.

A MAN that never advertises is much like the man without a home; no one knows where to find him.—*Michigan Tradesman*.

Send Mike

Old Work—either Re-laying or Picking Carpets, Cleaning Rugs, Re-laundering Lace, Re-upholstering Furniture, etc.

The following is a copy of a letter received from one of our valued customers, a prominent lawyer:

John H. Pray & Sons Co.
Washington Street, Boston
Gentlemen:

Will you kindly send dear old Mike, or whatever his name is, who lays the carpets in my office, up here to do a little paving? Very truly yours,

Why Mike?

Because he represents twenty-seven years of intelligent service in our employ. Because he stands for the "pride of labor" and is not an eye servant. We are proud of our workmen and the men and women who make possible our best advertisement, viz., satisfied customers. The experience of years has been concentrated on a special line of business, which alone can bring about the best results. It is not the following in honorable record for employees and employers:

In our active force
We have also people who have been with us more than twenty-five years
thirteen people more than twenty years
twenty-five people more than fifteen years
thirty-five people more than ten years

Let Us Give You the Benefit of This Experience

In bringing together under one roof for your selection carpetings, rugs, upholstery fabrics, lace, wall papers, etc., and the experience of our work room in placing same thoroughly and artistically wherever you may be in need of carpet laying or interior decoration.

We will meet you more than half way in any opportunity that you will afford us to give you information or estimates on old or new work.

Telephone Branch, Washington, 1000, Boston

JOHN H. PRAY & SONS CO

he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK will be sent to the person who sends the best

HIGH-CLASS MAIL-ORDER PUBLICITY.

During the past year or two the conservative old house of Tiffany & Co., New York, jewelers by appointment to many European courts and foremost in their trade in this country since 1837, have transcended all traditions of "dignity" by advertising their wares with prices in the magazines. It is true that the ads have been quiet and in the best taste. Yet they have been prominent, while in the extent of information given and enterprise shown have gone far beyond the limits of the conventional business card announcements formerly associated with the firm's publicity.

This newer school of Tiffany publicity is mail order advertising, pure and simple. The results that it has brought are exceedingly interesting as an indication of the high plane upon which mail trade can be conducted, as well as the high character of replies the general magazines can be made to yield when properly employed.

"Tiffany & Co.'s mail department is no new thing," said George F. Heydt, advertising manager, "for the firm has supplied its patrons through the mails for many years. Always a retail store, the department has been regarded as a convenience to customers living at a distance. The present method of advertising, however, is new, and the class of patronage secured extends the store's trade beyond the names already on our books. Our magazine advertising, as you have doubtless observed, is made up largely of specimen pages from our annual 'Blue Book,' or catalogue. This 'Blue Book' has no illustrations, and quotes no prices on individual articles. Many of the Tiffany productions are exclusive designs, while the regular stock is so large and variable that a catalogue is out of the question. The 'Blue Book' has 450 pages, and is arranged alphabetically by articles. The range of our prices on every article is given, but nothing more, and when a customer living at a distance wants to buy a dia-

mond ring, a dozen sterling spoons or a pearl necklace, he writes to tell us about the price he wishes to pay. In the case of pearl necklaces costing between \$500 and \$3,000, for example, we may send several specimens to choose from after being satisfied of the inquirer's responsibility. Other articles, such as silverware, are shown by photographs which we send, and still cheaper articles, like spoons and forks, are shown by steel engravings. The Tiffany stock contains no merchandise that cannot be sold by one of these three methods.

"The edition of the 'Blue Book' is 10,000 copies. As it costs about fifty cents per copy, some discrimination must be used in sending it out. It is a surprising fact, however, that from all our magazine advertising we seldom get inquiries of an undesirable character. The ads appear in twelve leading monthly magazines, and about twenty-five weeklies, society papers, etc. The ten-cent magazines are nearly all represented on our list, and we use publications of extremely popular circulation, such as *Munsey's* and *Pearson's*. The class of replies from these is good, and we seldom find, on looking the inquirer up, that he or she is a mere curiosity seeker. Several times I have noticed letters asking for the 'Blue Book' that were ungrammatical and poorly written, yet on hunting up the writers at the commercial agencies they proved to be people of means. Our advertising is designed to discourage curiosity seekers. We are careful to state in every ad that the 'Blue Book' contains no illustrations, and this seems to have the desired effect, for to the curious a catalogue without pictures is as naught.

"The advertising runs all the year round. During the winter we announce the 'Blue Book,' printing reproductions from its pages. During some months the ads in each magazine have different pages from the 'Blue Book.' While most of our trade is done in winter, we find it an excellent course to advertise

in summer, when the people who will be interested in Tiffany goods are at their summer homes, and have leisure. There they plan for winter, selecting plate, jewels, favors, wedding and holiday gifts, and so forth. During the early autumn we advertise our store in the magazines, for at this period New York is full of out-of-town visitors, and we want them to come in and look around. Emphasis is laid on the freedom of the store, for visitors are invited to regard it as a museum, and are under no obligation to buy.

"The practice of printing prices has done much to dispel the notion that Tiffany's is a high-priced store. For it isn't. While we sell no cheap wares, everything in stock is reasonable in price. For example, our sterling silver spoons and forks are sold at one dollar an ounce. Others sell them at so much a set. Ask them to weigh their spoons and forks, compare the prices, and you will see that Tiffany prices are comparatively low. We have never found a way to emphasize this fact directly in a dignified manner, but the price advertising does it indirectly.

"Some amusing incidents have occurred through the failure of publishers and advertising men to recognize the object of our present advertising. Not long ago the publisher of an extremely high-grade art publication came in.

"My medium is just the thing for Tiffany & Co.," he said; "It goes to the very best class of people—why, I have several hundred millionaires on the subscription list. Just your own kind of people."

"He was taken aback when he told him, however, that his were just the sort of people we didn't want to reach, for we have them all on our books now, and have had for years. It's the well-to-do people all over this country who have never dealt with Tiffany that we aim our advertising at. Even people of moderate means are our customers. There are occasions in everyone's life when something fine in jewels or silver is to be purchased. As an instance of that I'd

cite our enormous trade in diamond engagement rings. We want purchasers of this class to know that Tiffany's is something more than a name—that it is the house which will give the best value in worthy merchandise. We don't charge for the firm name.

"We not only make no charge for the name, but it is the one thing in this store that will not be sold. Tiffany & Co. frequently have requests for boxes, people trying to purchase them to hold articles bought elsewhere. It is an iron-clad rule of the house never to let a box bearing the firm name be taken out of the store except with an article sold. Another interesting rule is that of never sending out printed matter except by request. All our advertising literature, even the simplest four-page folder, is made in the most tasteful way, often with decorations cut by our own designers. We publish a number of booklets that are valuable from the historical or antiquarian standpoint, dealing with the marks on pottery, the lore that has grown up around famous pieces of virtu like the Portland vase, and suggestions for the care of silver, glass and china. Some of these booklets are printed on vellum in limited editions. Other printed matter is less costly and intended for more direct advertising service. But none of it is ever mailed to lists taken from our books, as the firm goes on the assumption that when people familiar with the house want things in our line they will write.

"Society journals and mediums like *Life* bring us excellent returns, though they have circulation largely among the people whom we believe are on our books already. *Life* is a particularly good medium. The quest for circulation of a high quality can sometimes be carried too far—for our purposes, in fact, it is better to expand in the other direction, taking on mediums that have quantity of circulation. More than a year ago I was approached by the representative of a list of suburban papers in New Jersey. He maintained that the residents

of these wealthy towns were a desirable class to reach, and that, as his papers printed all the society news of their neighborhoods, they were widely read. Their circulation would be practically an extension of our local newspaper advertising, in New York City. Well, his arguments sounded sane to me, and we went into the list, advertising the 'Blue Book.' With the very first week the papers began to produce more inquiries than any other advertising we were running, but upon looking up the parties who asked for the 'Blue Book' we found that they were footmen, coachmen and butlers. The desirable replies were almost nil, and I decided that even if the householders in the suburbs did read such papers they would be the last medium they would consult for a Tiffany ad. The experience was a disappointment.

"With one or two exceptions, we have found the cheap magazines entirely profitable so long as care is taken to head off curiosity seekers in the copy. While there are some differences between the readers of a ten-cent magazine and a thirty-five cent review, I don't believe they are so marked as is commonly thought. All the magazines of good circulation seem to have a range including all classes of people, and results depend almost wholly on the kind of proposition you have and the way you present it."

WIFE—"Is my husband's condition serious?"

Doctor—"Rest will cure him. He is suffering from brain strain."

"There! I told him he ought to hire a real estate agent to do it."

"Do what?"

"We concluded to let our country house for the summer, and my husband insisted on writing the advertisement himself."—*New York Weekly.*

Financial Advertising

DURING June, 1904, *The Record-Herald* carried 23,785 lines of Financial Display Advertising, which was 4,310 lines more than carried by any other Chicago paper.

During the year 1903 and during the first six months of 1904, *The Record-Herald* carried more Financial Advertising than any other Chicago paper, notwithstanding *The Record-Herald* refused all bucket-shop and other objectionable financial advertising.

A tribute to the superior quality of *The Record-Herald* circulation—the largest circulation of any newspaper in the United States selling for more than one cent—whether morning or evening.

COPY VS. READING MATTER.

Anyone can write "reading matter." Few, very, very few can write "good copy."

Good copy is always earnest, logical and enthusiastic.

It does not take a man by the throat or neck and propose to coerce him against his will.

Neither does it talk like an encyclopedia.

It ventures not to catch him by the funny bone save on a rare and opportune occasion.

It rather seeks to seize him by the mind and, by reasonable, common-sense argument to show him how he may do well to give the proposition under discussion his consideration.—*Direct Advertising, Detroit.*

ALL the time is the best time. Don't wait to begin advertising until you want something. The future will soon be the present, and taking care of to-morrow is taking care of to-day.—*The Lyceumite, Chicago.*

The Montgomery Advertiser.

"Alabama's Only Metropolitan Newspaper."

Sworn Net Paid Circulation for 1903: Daily, 11,071; Sunday, 15,051; Weekly, 13,567. Accorded Double Golden Symbol (GG) by The American Newspaper Directory.

SPECIALIZING.

In a recent issue of **PRINTERS' INK** specializing was referred to as one of the future phases of the advertising agency problem.

This condition has existed for some years to some extent, but has never been given the attention it deserves, nor developed as it should be—must be—before advertising is on the plane it should occupy. Other businesses, other professions, have their specialists. Doctors are largely given to some special work. Lawyers are rapidly developing along special lines. We have numerous schools, colleges, etc., fitting both doctors and lawyers for some special line of work. In the mechanical world we have a large number of technical schools preparing young men for some particular line of work. Why then should not the advertising man, the advertising agent, develop along some certain one or two lines of work; study the needs of a few things in their advertising sense and develop them to the fullest? Much of the so-called advertising now placed in the publications goes for naught. It is a waste of money. This need not be, if the problem in hand was intelligently studied.

Many of the failures to reach success with advertising are caused by an imperfect knowledge of the business or wares advertised. The successful advertising agent—successful to the advertiser—is the one who studies carefully, intelligently, the business and the wares he is to prepare copy for. He must also know his man and as much as possible adjust his advertising to meet all conditions. The failure to do this has wrecked many concerns who would have made good advertisers had their business been properly attended to.

Recently there has appeared a series of advertisements in a number of the leading publications which have been artistic in design, very pleasing to the eye to look at, yet we have been informed the results were far from satisfactory. We understand the copy was prepared by one of the large agencies. The publications used were wisely chosen, all would say. The trouble,

then, must be in the copy prepared. Men who wrote the text were trying to do work for which they were not fitted, because they had not made a special study of the goods and the requirements.

Advertising has made many rapid strides in the past dozen years. We have developed wonderfully in artistic design, in text and in the proper selection of mediums, but there are yet too many crude ideas; we go it blindly altogether too much. When the day of specialists arrives failures will be much less abundant.

J. C. Moss,
Advertising Agent, Buffalo, N. Y.

Successful Advertising How to Accomplish It.

A Book for Retailers and
Young Men who Begin
the Study of Advertising.

Price \$2.00

Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald's book searches out the inner advertising principles of each business, and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

The above book will be sent postpaid to any address upon receipt of two dollars. Address Business Manager, Printers' Ink, 10 Spruce St., New York

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Aniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.

Birmingham, Ledger. dy. Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1903 no issue less than 1,250. In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903, 6,988. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 1,000. Actual average for August, September, October, 1903, 8,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, wy. Actual average 1903, 4,550, four months 1904, 4,720.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160, March, 6,350. E. Katz, Sp. Ag., N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 82,842.

Redlands, Facts, daily. Daily average for 1903 1,456. No weekly.

San Diego, San Diego Sun. Daily average for 1903, 2,787. W. H. Porterfield, pub.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending June, 1904, 61,900; Sunday, 85,784.

San Jose, Evening Herald, daily. The Herald Co. Average for year end. Aug. 1903, 2,597.

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1903, 6,266.

San Jose, Pacific Tree and Vine, mo. W. G. Robinson. Actual average, 1903, 6,155. First three months, 1904, 8,166.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 58,792. Average for August, 1904, 45,664. Gain, 8,716.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 13,571; Sunday, 11,292.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,517.

New Haven, Palladium, daily. Average for 1903, 7,635. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827. First 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1903, 5,618. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwich, Bulletin, morning. Average for 1903, 4,958; first six months 1904, 5,178.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Coste & Maxwell, Spec. Agts, N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 24,082 (©).

National Tribune, weekly. Average for 1902 104,599. First six mos. 1903, 112,265.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,298. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, dy. Av. 1903, 28,928 June, 1904, 44,051. Semi-weekly 29,931.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, 20,125. Average first six months 1904, 28,666.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640.

IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, 2,761, weekly 2,475. First 6 mos. 1904, 2,916, wy. 2,865.

ILLINOIS.

Calto, Citizen. Daily average 1903, \$18; weekly, 1,110. First eight months 1904, daily, 1,305; weekly, 1,125. August, 1904, daily 1,281.

Champaign, News. In 1902 no issue, less than 1,100 daily and \$400 weekly (183). First four mos. 1904, no day's issue of daily less than 2,600.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1902, 6,085.

Chicago, Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation 50,000 copies, reaching over one-fourth of the American medical profession.

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,485.

Chicago, Bakers' Helper, monthly. H. R. Clissold. Average for 1903, 4,175 (©).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903, 67,880, 30 weeks ending May 19, 1904, 69,168.

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000.

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (©).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1903, 11,660.

Chicago, Home Defender, mo. T. G. Mauritzen. Act. av. 1903, 22,500. Last 3 mos. 1903, 24,000.

Chicago, Journal Amer. Med. Assoc. W'y. av. 1903, 28,616. First six months 1904, 81,156.

Masonic Voice-Review, mo. Average for 1902, 26,041. For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end. July, 1902, 2,966.

Chicago, Musical Leader & Concert-Goer, w'y. Aver. year ending January 4, 18,548.

Chicago, National Harness Review, mo. Av. for 1902, 5,291. First 3 mos. 1903, 6,250.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041.

Chicago, Record-Herald. Average for 1903, daily 164,218, Sunday 191,817.

Chicago, Retailer's Journal, monthly. Actual average for 1903, 6,785.

Chicago, The Operative Miller, monthly. Actual average for 1903, 5,542.

Gibson City, Courier, weekly. Estab. 1873. Actual average year ending June 30, 1904, 1,292.

Kewanee, Star-Courier. Av. for 1903, daily 8,088, w'y. 1,414. Daily 1st 3 mos. '04, 8,296.

La Salle, Ray-Promien, Polish, weekly. Average 1903, 1,805.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 22,197.

Rockford, Register-Gazette. Dy. av. for 1902, 5,226, s-w'y. 6,416. Shannon, 180 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540. La Cote & Maxwell, N. Y.

INDIANA.

Connersville, Courier, weekly. Actual average for 1903, 1,567.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,213 (34). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y 18,552, S'y 14,120. E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 26,878. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Aver. net sales in 1902, 69,885, first six months 1904, 72,858.

Indianapolis, Star. Aver. net sales for July (all returns and unsold copies deducted), 95,261.

Lafayette, Morning Journal, daily. Sworn average 1903, 4,002; July, 1904, 4,662.

Marion, Leader, daily. W. B. Westlake, pub. Actual aver. for 6 mos. end. June 30, '04, 5,741.

Muncie, Star, d'y and S'y. Star Pub. Co. Av. for 1903, d'y 25,856, S'y 19,250.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,082.

Richmond, Evening Item. Sworn dy. av. for 1903, 5,552. Same for Dec., 1903, 6,744.

Richmond, Sun-Telegram. Sworn av. 1903, 4,851. For Feb., 1904, 5,944.

South Bend, Tribune. Sworn daily average 1903, 5,718. Sworn average for July, 6,230.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy., 1,951; w'y., 2,572.

IOWA.

Burlington, Gazette, dy. Thor. Stivers, pub. Average for 1903, 5,864, Jan., 1904, 6,050.

Davenport, Times. Daily aver. 1903, 8,025, s-w'y. 1,660. Daily aver. March, 1904, 9,508. City guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 29,681. March, 1904, 40,558.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, 21,398. Average for first six months 1904, 25,808.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1903, 45,276.

Des Moines, Spirit of the West, w'y. Harn and live stock. Average for 1902, 6,095.

Des Moines, Wallace's Farmer, w'y. Est. 185. Actual average for 1903, 28,769.

Muscatine, Journal. Daily av. 1903 4,349, semi-weekly 2,708, first four months 5,167.

Ottumwa, Courier. Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492, daily av. for first six months of 1904, 20,766. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125.

KENTUCKY.

Harrodsburg, Democrat. Best weekly in west section Ky. Av. 1903, 3,532; growing fast.

Lexington, Leader. Av. '03, 2,288, S'y. 4,099, 1st q't'r '04, dy. 3,925, S'y. 5,448. E. Katz, agt.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year end. June 30, '04, net paid cir. 2,927.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholm, publisher. Average for Jan., 1904, 18,595, Feb., 20,512; March, 20,654.

New Orleans, News. Dy. av. 1903, 17,522, Sunday 17,687.

New Orleans, The Southern Buck, official organ of Filkdom in La. and Miss. Av. '03, 4,769.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269, 995.

Bangor, Commercial. Average for 1903, daily 8,213, weekly 29,006.

Bever, Piscataquis Observer. Actual weekly average 1903, 1,904.

Levenson, Evening Journal, daily. Aver. for 1903, 6,814 (©), weekly 15,452 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1903, 8,941.

Portland, Evening Express. Average for 1903 daily 11,740, Sunday Telegram 8,090.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 44,582. For August, 1904, 51,682.

MASSACHUSETTS.

Boston, Evening Transcript (C) (412). Boston's ten table paper. Largest amount of week day adv.

Boston, Globe. Average for 1903, daily, 195,554, Sunday, 297,824. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, 21,580.

Boston, Post, dy. Average for 1903, 178,808. Av. for April, 1904, dy. 218,157. Sp. 177,050. Largest p. m. or a. m. sale in New England.

Boston, Traveler. Est. 1838. Actual daily av. 1903, 78,552. In 1903, 74,000. For 1904, to June 1, daily average, 82,794. Largest evening circulation in New England. Repr.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work. mo. 41. Av. for year end'g Dec. 31, 1903, 20,250. Use it if you want a strictly home circulation—that sticks. Page rate \$22.40 flat, pro rata.

Gloucester, Cape Ann News. Actual daily average year ending February 15, 1904, 4,804; over first six mos. 1904, 6,241. June, 1904, 6,525.

North Adams, Transcript, even. Daily net av. 1903, 5,267. Daily av. printed Aug., 1904, 5,788.

Springfield, Good Housekeeping, mo. Average for 1903, 185,992. First six months 1904, 161,166. All advertisements guaranteed.

Springfield, Republican. Av. 1903, dy. 15,548 (C), Sun. 15,270 (C), w. 4,086.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (C). Average Jan., 5,180. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 8,912. Av. first 4 mos. of 1904, 4,100.

Flint, Michigan Daily Journal. Av. year end. June 30, '04, 6,067 (C). Av. for June, 6,380 (C).

Grand Rapids, Evening Press, dy. Average 1903, 87,499. 40,000 guar. daily for 1904.

Grand Rapids, Herald. Average daily issue for 1903, 22,634, first six months 1904, 26,187.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 4,419 (466). Average for first six months 1903, 4,328.

Jackson, Press and Patriot. Actual daily average for 1903, 5,649. At. Aug., 1904, 6,670.

Kalamazoo, Evening Telegraph. First six mos. 1904, dy. 9,851, June, 9,520, a. v. 9,851.

Kalamazoo, Gazette, daily, six mos. to Sept. 1st, 10,144. Guarantees 4,500 more subscribers than any other daily paper published in city. Three months to September 1st, 10,259.

Saginaw, Courier-Herald, daily, Sunday. Average 1903, 8,225; August, 1904, 10,480.

Saginaw, Evening News, daily. Average for 1903, 11,815. August, 1904, daily 14,497.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Av. for 1903, 65,686.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1903, daily average, 72,882; last quarter of 1903, was 77,129; Sunday, 68,924. Sunday average for first eight months of 1904 was 65,602. The daily average for the first eight months of year was 86,197. Daily average for August, 88,916.

The only Minneapolis daily listed in Bowell's American Newspaper Directory that regularly publishes its circulation over a considerable period down to date in ROLL OF HONOR, or publishes a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.



Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 78,554. First six months 1904, 79,500.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,957.

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 268,250.

Minneapolis, Journal, daily. Journal Printing Co. Average for first 7 mos. in 1904, 68,486.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with ag'l sup. Der Farmer im Westen, w'y. Av. for 1903, 10,500.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 21,541.

St. Paul, News, daily. Actual average for 1903, 25,816.

St. Paul, Pioneer-Press. Daily average for 1903 24,298, Sunday 30,928.

St. Paul, The Farmer, agri., s-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end. February, 77,861. Actual present av. 85,000.

St. Paul, Volkszeitung. Actual average 1903, dy. 11,116, w. 28,414, Sonntagblatt 29,468.

Winona, Republican and Herald, daily. Average year ending June, 1904, 4,126.

Winona, Westlicher Herold. Average 1903, 22,519; Sonntag Winona, 28,111; Volksblatt des Westens, 20,045.

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,850. In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,519, July, 1904, 12,158. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,265, weekly 188,726.

Kansas City, World, daily. Actual average for 1903, 61,232.

Springfield, Sunny South, monthly. Actual average for 1903, 3,235.

St. Joseph, News and Press. Daily aver. for 1903, 80,418. Last 3 mos. 1903, 85,065.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M. M.D., ed. and pub. Av. for 1903, 27,950.

National Farmer and Stock Grower, mo. 12 mos. end. Dec., 1903, 106,625. 1902, 68,588.

St. Louis, Star. Actual daily average for 1903, 64,879.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,845,511. Actual proven average for past 12 months 1,596,468. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. Shorn net circulation for 1903, 10,617. Shorn net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Anahey, The Nebraskan, monthly. A. H. Barks, pub. Actual average 1903, 5,082.

Lincoln, Daily Star. Actual average for 1903, 11,168, April, 1904, 14,485.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,208.

Lincoln, Freie Presse, weekly. Actual average for year ending June, 1904, 162,028.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1903, 5,316.

Lincoln, Nebraska Farm Journal. Monthly average year ending August, 1904, 14,400 (C).

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,800. In 1902, 1,600.

Omaha, Den Danske Pioneer, wy. Sophus F. Noble Pub. Co. *Average for 1903, 29,084.*

Omaha, News, daily. *Actual average for 1903, 41,524.*

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. *Actual average 1903, 3,560.*

NEW JERSEY.

Asbury Park, Press, dy. J. L. Kinmonth, pub. *Actual average 1903, 3,792. In 1902, 3,556.*

Camden, Daily Courier. Est. 1876. *Net aver. circulation for 6 mos. end. April, 30, 1904, 7,702.*

Camden, Post-Telegram. *Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,829.*

Clayton, Reporter, weekly. A. F. Jenkins, Pub. *Actual average for 1903, 2,019.*

Hoboken, Observer, daily. *Actual average 1903, 18,097; Sept., 1903, 22,751.*

Jersey City, Evening Journal. *Average for 1903, 19,012. First six months 1904, 21,024.*

Newark, Evening News. Evening News Pub. Co. *Av. for 1903, daily 53,896. Sunday 16,291.*

Newmarket, Advertisers' Guide, mo. Stanley Day, publisher. *Average for 1903, 5,125.*

Red Bank, Register, weekly. Est. 1878. John H. Cook. *Actual average 1903, 2,961.*

Washington, Star, wy. *Sworn av. '03, 8,759. Every issue since Feb., '04, more than 3,900.*

NEW YORK.

Albany, Journal, evening. Journal Co. *Average one year to April 30, 1904, 17,225.*

Albany, Times-Union, every evening. Establ. 1854. *Average for first three months 1904, 29,626.*

Batavia, News, evening. *Average 1902, 6,457. Six months, 1904, 6,810.*

Binghamton, Evening Herald, daily. Herald Co. *Average for first three months 1904, 13,210.*

Buffalo, Courier, morn.; Enquirer, even. W. J. Connors. *Aver. for 1903, morning 50,822, evening 33,082; Sunday average 48,556.*

Buffalo, Evening News. *Daily average 1903, 79,408. First 3 months 1904, 85,949.*

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av., 2,408. *Av. August, 1904, 3,659.*

Cortland, Democrat, Fridays. Est. 1840. *Aver. 1903, 2,245. Only Dem. paper in county.*

Lyons, Republican, established 1821. Chas. H. Betts, editor and prop. *Circulation 1903, 2,351.*

Mount Vernon, Daily Argus. *Average 1903, 2,989. Westchester County's leading paper.*

Newburgh, News, daily. *Av. for 1903, 4,457. 1,000 more than all other Newburgh papers combined.*

New York City.

American Engineer, my. R. M. Van Arsdale, pub. *Av. 1903, 3,875. Av. for 1904, 4,600.*

American Machinist, w'y, machine construe. (Also European edition.) *Average 1903, 20,475.*

Army & Navy Journal, Est. 1863. *Weekly average for 1903, 9,026 (©©). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pubs.*

Automobile (The), weekly. Flatiron Building. *Average circulation 1903, 10,022.*

Baker's Review, monthly. W. R. Gregory Co., publishers. *Actual average for 1903, 4,450. Average for last three months 1903, 4,700.*

Benziger's Magazine, family monthly. Benziger Bros. *Average for 1903, 29,208. Your advertisement in Benziger's Magazine will bring you business, because its circulation has*

QUANTITY, CHARACTER, INFLUENCE.

Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. *Aver. for 1903, 26,912 (©©) (889).*

Dry Goods, monthly. Max Jagerhuber, publisher. *Actual average for 1903, 4,866.*

El Comercio, mo. Spanish export. J. Shepard Clark Co. *Average for 1903, 6,667.*

Electrical Review, weekly. Electrical Review Pub. Co. *Average for 1903, 6,855 (©©).*

Elite Styles, monthly. *Purely fashion. Actual average for 1903, 62,125.*

Engineering News. *A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (©©).*

Forward, daily. Forward Association. *Average for 1903, 45,241.*

Four-Track News, monthly. *Actual av. paid for six months ending August 1904, 92,600. September edition guaranteed 100,000.*

Haberdsasher, mo., est. 1881. *Actual average for 1903, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware Dealers' Magazine, monthly. *In 1903 no issue less than 17,000. (©©).*

Junior Toilettes, fashion monthly. Max Jagerhuber, pub. *Actual average 1903, 86,540.*

Leslie's Monthly Magazine, New York. *Average circulation for the past 12 months, 215,624. Present average circulation 225,272.*

Music Trade Review, music trade and art weekly. *Average for 1903, 5,588.*

National Provisioner, weekly. *Packing houses, butchers, cotton seed oil, etc. 1903 av. cir. 6,402.*

Newspaperdom, w'kly. *Recognized journal of newspaper pub'g and adv'g. Aver. 1903, 3,139.*

New Thought, monthly. 27 E. 23d St., New York. Sydney Flower, publisher. *Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. New Thought has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 104,977.*

Printers' Ink, weekly. *A Journal for advertisers, \$5.00 per year. Est. 1833. Average for 1903, 11,001. Average for six months ending June 30, 1904, 12,803.*

The Ladies' World, mo., household. *Average net paid circulation, 1903, 480,155.*

The People's Home Journal, 515,250 monthly. *Good Literature, 454,588 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.*

The Wall Street Journal. Dow, Jones & Co., pub. *Daily average for 1903, 11,987.*

The World. *Actual average for 1903, Morn., 278,607, Evening, 357,102, Sunday, 388,650.*

Toilettes, fashion, monthly. Max Jagerhuber, publisher. *Actual average for 1903, 61,800.*

Rochester, Case and Comment, mo. *Lane. Av. or 1903, 30,000; 4 years' average, 30,156.*

Schenectady, Gazette, daily. A. N. Lietz, *Average for 1902, 9,097. Actual average for 1903, 11,625.*

Syracuse, Evening Herald, daily. Herald Co., pub. *Aver. 1903, daily 82,107, Sunday 52,496.*

Utica, National Electrical Contractor, mo. *Average for 1903, 2,708.*

Utica, Press, daily. Otto A. Meyer, publisher. *Average for 1903, 14,004.*

Warsaw, Western New Yorker, weekly. *Average for 1903, 3,502. In county of 2,500 with no daily.*

Wellsville, Reporter. *Only dy. and s.-w. in Co. Av. 1903, daily, 1,154; semi-weekly, 2,955.*

NORTH CAROLINA.

Charlotte, Observer. *North Carolina's foremost newspaper. Act. daily av. 1903, 6,592; Sunday, 6,791; semi-weekly, 3,800. First three months 1904, 6,578.*

Elizabeth City, Tar Heel, weekly. *Actual average 1903, 3,500. Covers ten counties.*

Raleigh, Biblical Recorder, weekly. *Average 1903, 8,872. First six months 1904, 10,166.*

THE LADIES' WORLD is intended for practical women who are interested in the fine art of home-making—women

whose home and family come first—in fact, it occupies a leading position among the exponents of domestic science and with those who desire to keep abreast of the improvements that are being made in the realm of home-keeping.

Superiority in qualities which make a practical household publication has given THE LADIES' WORLD a position of leadership among publications.

The homes into which THE LADIES' WORLD goes, if placed on a continuous street, each house occupying a fifty-foot lot, and these lots arranged on both sides of the thoroughfare, would make a street that would extend from New York to Denver, Colo.

Eighty-five per cent of the subscriptions to THE LADIES' WORLD bear the prefix "Mrs." which means that this publication reaches just the class of people desired as patrons by the majority of advertisers—namely, housewives and mothers.

THE LADIES' WORLD enters the home as an invited guest, with influence and weight. It will present your advertisement to the best people in the entire country. Rates given on application.

SHORT TALKS UPON THE LADIES' WORLD

J. H. MOORE & CO., Publishers, New York.

Western Advertising Department, Marquette Building, Chicago.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, \$5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903 \$5,451. Guar. 6,550 after August 1, 1904.

Wahpeton, Gazette. Average 1903, 1,564. Present circulation, 1,800; sent free, 1,500. Total, \$300.

OHIO.

Akron, Beacon Journal. Average 1903, 8,205. N. Y., 523 Temple Court. Av. April, 1904, 9,498.

Cincinnati, Mixer and Server, monthly. Actual average for 1903, 18,088. Actual average for 1904, 45,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cleveland, Plain Dealer Est. 1841. Actual daily average 1903, 66,445; Sunday, 60,759. August, 1904, 84,610 daily; Sunday, 69,706.

Dayton Daily News

Average for 1903, 16,407; July, 1904, 18,894. THE ONE DAILY in a one-daily city. Thorough canvas of all homes in Dayton shows the following:

News - - - 13,429
Herald, Journal, Press 11,851

News over all - 1,578

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,650 for 2 years.

London, Democrat, semi-wy. Actual average 1903, 8,101. Average 1903, 8,809, six months 1904, 8,622.

Mansfield, Daily News. Act. aver. year end. June 30, '04, 4,280 (*). First 6 mos. '04, 4,532 (*).

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1871. Actual average for 1903, 235,870. Actual average for first six months, 1903, 240,575.

Springfield, Press Republic. Aver. 1903, 9,285. April, '04, 10,155. N. Y. office, 523 Temple Court.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1903, 284,250. Actual average for first six months 1903, 285,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1903, 10,085.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. D'y av. '03, 11,009. LaCote & Maxwell, N.Y., Eastern Reps.

Zanesville, Signal, daily, reaches 8. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,314.

Zanesville, Times-Recorder. Aver. year end. Aug. 1, 1904, 7,891 (*). Shorn aver. 7 mos. 1904, 8,287 (*). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, wy. Actual average 1903, 28,020.

Guthrie, Oklahoma State Capital, dy. and wy. Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.

Oklahoma City, The Oklahoman. 1903 aver. 5,516; August, '04, 8,518. E. Katz, Agent, N.Y.

OREGON.

Astoria, Lannetor. C.C.C. Rosenberg. Finnish, weekly. Average 1902, 1,395.

Portland, Evening Telegram, dy. (ex Sun.). Sworn circ'n six months ending June 30, 21,148.

Portland, Oregon Daily Journal. Actual average for 1903, 8,046; first 7 months 1904, 14,479.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1903, 8,187. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Connellsville, Courier, daily. Aver. for 1903, 1,848, weekly for 1903, 5,090, daily average April, 1904, 5,019.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, 5,085.

Erie, Times, daily. Average for 1903, 11,205. July, 1904, 14,283. E. Katz, Sp. Ag., N. Y.

The Philadelphia BULLETIN'S Circulation.



The following statement shows the actual circulation of THE BULLETIN for each day in the month of August, 1904:

1	175,703	17	186,700
2	180,170	18	183,720
3	184,886	19	183,690
4	183,444	20	172,822
5	188,068	21	Sunday
6	176,968	22	181,140
7	185,006	23	183,840
8	187,006	24	180,956
9	185,831	25	182,720
10	183,106	26	183,220
11	183,931	27	180,686
12	185,006	28	Sunday
13	177,063	29	184,514
14	Sunday	30	183,827
15	189,399	31	183,781
16	186,639		

Total for 27 days, 4,961,938 copies.

NET AVERAGE FOR AUGUST,

183,404 copies per day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. MCLEAN, Publisher.

Philadelphia, Sept. 5, 1904.
In Philadelphia there are about 390,000 homes. THE BULLETIN'S circulation, which during the month of August averaged 183,404 copies per day, goes each evening into a majority of these homes.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

Daily Copies 136,329

ACTUAL CIRCULATION FOR AUGUST:

1	137,822	17	134,870
2	136,006	18	136,581
3	137,830	19	136,778
4	134,374	20	128,919
5	146,881	21	Sunday no issue
6	135,251	22	136,288
7	Sunday no issue	23	137,054
8	138,419	24	136,288
9	134,201	25	137,260
10	132,727	26	138,658
11	132,967	27	136,153
12	137,160	28	Sunday no issue
13	136,322	29	137,746
14	Sunday no issue	30	138,161
15	136,921	31	136,611
16	132,518		

Total for 27 days, 3,680,801
Daily net average, 136,329

BARCLAY H. WARBURTON,
President.

Philadelphia, Sept. 6, 1904.
THE EVENING TELEGRAPH is best for advertising. It goes into the home and stays there.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1903, 7,120.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 5,44,676. **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the art of 'Advertising to the Farm Journal.' After canvassing 'of merits extending over a 'period of half a year, that paper, among all 'those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agricultu- 'ral population, and as an effective and economi- 'cal medium for communicating with them, 'through its advertising columns."

Philadelphia, German Daily Gazette. Aver. circulation first six mos. 1904, daily 48,942, Sunday 87,868. Sworn statement. Cir. books open.

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for August, 1904, 100,477.

Philadelphia, Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Pittsburg, Labor World, wy. Av. 1903, 18,088. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle. Official county organ. Daily average 1903, 6,648.

Seranton, Times, every evng. E. J. Lynett. Av. for 1903, 21,604. La Cote & Maxwell, N. Y.

Washington, Reporter and Observer. Six months ending June 30th, 10,745.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit, America's Greatest Weekly. Net paid average 1903, 181,868. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence, Daily Journal, 16,485 (©) Sunday, 19,892 (©). Evening Bulletin 56,886 average 1903. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Average 1903, no issue less than 1,750.

Charleston, Evening Post. Actual dy. aver. for second 3 months 1904, 8,727.

Columbia, State, daily. State Co., publishers. Actual aver. for 1903, daily, 6,568 (©) semi-weekly, 2,015; Sunday, 1,705. First six mos. 1904, daily 7,699, Sunday 8,928.

TENNESSEE.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,801.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,989, Sunday 88,040, weekly 77,821 (904). 1st 6 months, 1904, daily 88,447, Sunday 45,898, weekly 88,109.

Memphis, Morning News. Actual daily average for 1903, 17,594. For six months ending June, 1904, 21,589.

Nashville, Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,851. Only Nashville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and Southw'n School Journal, mo. Average for 1903, 9,500.

TEXAS.

Denton, Denton Co. Record and Chronicle wy. W. C. Edwards. Average for 1903, 2,689.

El Paso, Herald, Dy. av. 1903, 2,265; April, 1904, 4,284. Merchants' canvass showed Herald in 50 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1903, 1,247.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,837.

UTAH.

Ogden, Standard. Wm. Glassman, pub. Av. for 1903, daily 4,881, semi-weekly 3,158.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1903 2,710. Five months in 1904, 8,062.

Burlington, Free Press. Daily av. '03, 5,566. 9 mos. to June 1, 5,920. Only Vermont paper examined by Association of American Advertisers.

Burlington, News. Jon. Auld. Actual daily average 1903, 5,046, sworn av. April, 5,682.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1903, 5,095; for 1903, 7,482; February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,618. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation 1st 6 months 1904, daily 56,248, Sunday 48,679. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; wy., 8,912. Average 6 mos. 1904, dy., 14,572; Sy., 18,294; wy., 9,501. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1903, 2,801 (1904).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,829. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Chronicle. Daily average year end. June, 1904, 5,885 (*). Aver. June, 1904, 6,671.

La Crosse, Leader-Press, daily. Actual average 1903, 5,590.

Milwaukee, Evening Wisconsin, d'y. Evng. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; June, 1904, 26,696 (©).

Milwaukee, Germania-Abendpost, dy. Av. for year end'y Feb., '04, 22,876; av. Feb., '04, 24,808.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. June, 1904, 26,016. June, 1904, 26,870.

Oshkosh, Northwestern, daily. Average for 1903, 6,428. First six months 1904, 7,228.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 5,702.

Racine, Wisconsin Agriculturist, weekly. Average for 1903, 22,181. First 6 months 1904, 26,372. Advertising \$7.50 per inch.

WYOMING.

Rock Springs, Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1903, 5,888; July, 1904, 7,329.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 2,695; June, 1904, 4,808.

MANITOBA, CAN.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,821; weekly, 18,908. Daily, August, 1904, 25,068.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for 1903, 8,776.

NOVA SCOTIA, CAN.

Halifax. Herald (☉☉) and Evening Mail. Average 1903, 9,941. June, 1904, 15,948.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1903, 8,875.

Toronto. Star, daily. Average year ending June 30th, 25,988; first six months 1904, 50,945.

QUEBEC, CAN.

Montreal. Herald, daily. Est. 1808. Actual average for 1903, 22,515.

Montreal. La Presse. Trefle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 80,116.

Montreal. Star, dy. & wy. Graham & Co. At. for '03, dy. 55,127, wy. 122,269 (1145). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

(☉☉) GOLD MARK PAPERS (☉☉)

(☉☉) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉.—Webster's Dictionary.

Out of a grand total of 23,965 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (☉☉), the meaning of which is explained above.

The charge for advertisements entitled to be listed under this heading is 30 cents a line per week.

WASHINGTON, D. C.

THE EVENING STAR (☉☉), Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

BAKERS' HELPER (☉☉), oldest, largest, best known, most quoted. Subscribers in every State and Territory.

TRIBUNE (☉☉). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

THE COURIER-JOURNAL (☉☉), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON PILOT (☉☉), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

NEW YORK.

THE POST EXPRESS (☉☉), Rochester, N. Y. Best advertising medium in this section.

BUFFALO COMMERCIAL (☉☉). Desirable, because it always produces satisfactory results.

THE NEW YORK TIMES (☉☉). "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily.

ELECTRICAL WORLD AND ENGINEER (☉☉), established 1874; covers foreign and domestic electrical purchases; largest weekly circulation.

SCIENTIFIC AMERICAN (☉☉) received the gold mark, being the only class publication receiving this distinction out of 23,000 journals and mag's.

CENTURY MAGAZINE (☉☉). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

THE BROOKLYN DAILY EAGLE (☉☉) is THE advertising medium in Brooklyn and one of the best in Greater New York.

NEW YORK TRIBUNE (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

FOREST AND STREAM (☉☉), weekly. Significant facts: (1) FOREST AND STREAM advertisers are of the stay-in class. (2) FOREST AND STREAM advertisers enlarge their ads. The increased space used by long-time clients tells the story.

OHIO.

CINCINNATI ENQUIRER (☉☉). Great-influential-of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (☉☉) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

ONTARIO, CAN.

LONDON FREE PRESS (☉☉), only morning, noon, evening in Ontario. Best condensed medium, circulation map and rates on application. FREE PRESS PRINTING CO., Ltd., London, Ont.

THE TORONTO GLOBE (☉☉)

is the leading newspaper in Canada. Rates and information of BRIGHT & VERREE, New York and Chicago.

Some Men Pay

\$10,000 for an expert to manage their advertising. There are others who pay \$5 for an annual subscription to PRINTERS' INK—the leading journal for advertisers and business men, published every Wednesday—and learn what all the advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one.

Every business man connected with advertising in any way should be a regular reader of PRINTERS' INK. This statement includes retailers, wholesalers, manufacturers and jobbers alike. No business man ever read PRINTERS' INK and did not become a better informed business man for doing so.

The annual subscription price to PRINTERS' INK is **Five Dollars**, payable in advance, or less than **Ten Cents** a week.

If you are timid about the **Five**, send **One** dollar for a three months' trial subscription and get convinced that it is the wisest expenditure you ever made.

ADDRESS

CHAS. J. ZINGG,

Business Manager PRINTERS' INK,

10 SPRUCE STREET,

NEW YORK.

THE WANT-AD MEDIUMS OF THE COUNTRY.

Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people. When in doubt follow the "wants." You can't do wrong if you put your advertisement in the newspaper which carries the "wants" of the city in which it is printed.

Publications entitled to be listed under this heading are charged 30 cents a line a week; \$10.40 a line for a year. Six words make a line. Display type may be used if desired.

ARKANSAS.

THE ARKANSAS GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average first six months 1904, 8,581 copies.

The **GAZETTE** carries more Want ads than all other Arkansas papers combined. Rates, 1c. a word. Minimum rate 30c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sown daily average for year 1903, 36,625 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE DENVER POST, Sunday edition, Sept. 4, 1904, contained 3,364 want ads, a total of 78 5-10 columns. The **POST** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **POST** is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., **RECORD** covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the **EVENING JOURNAL** for "Want ads." Foreign advertisers can safely follow the whole example.

In Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE NATIONAL TRIBUNE (weekly), Washington, D. C., 100,000 circulation, carries from 300 to 500 "Want" ads every issue. Positively a paying medium at 30 cents a line.

THE Washington, D. C. EVENING STAR (☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

THE Augusta CHRONICLE is the want advertising medium for the western half of South Carolina and the eastern half of Georgia.

ILLINOIS.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of \$24,636 individual advertisements. Of these 305,536 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the *Post Office Review*.

THE AURORA DAILY NEWS runs twice to three times as many want ads as any other paper in Kane County, population 30,000.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis **STAR**.

INDIANAPOLIS STAR since January first has more than doubled the volume of its classified advertising. On Sunday, April 10, the **STAR** carried more than two full pages of Want Ads.

THE Indianapolis NEWS during the first six months of 1904 printed 66,340 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,217 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 35c.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE Boston HERALD enjoyed a gain of 74% columns in advertisements during the month of July, a gain of over 25% in classified advertisements alone, while no other Boston paper showed any gain. The **HERALD's** nearest competitor, indeed, showed a loss of 131% columns.

THE Boston GLOBE, daily and Sunday, carries more "want" ads than any other paper in New England because it brings results to the advertiser. During the first six months of 1904 the **Boston GLOBE** printed \$13,506 paid "wants," which was \$1,004 more than appeared in any other Boston paper. Every "want" ad was paid for at the regular card rate, and there were no deals or discounts.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

MINNESOTA.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,044; Nov. 27, 604.

FIGURES that prove that The Minneapolis **JOURNAL** carries the most "Want Ads" of any daily newspaper in the Northwest:

	JOURNAL.	Nearest Daily Competitor.
Year 1903	2,960 cols.	1,900 "
7 months 1904,	2,051 "	1,195 "

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 88,000 subscribers, which is more than 30,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City Times (morning), **The Kansas City Star** (evening) carry all of Kansas City's "Wants." **The Kansas City Sunday Star** prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the **Times** and the **Star**.

THE Kansas City Journal (every morning including Sunday), one of the recognized Want ad mediums of the United States; 31 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEW JERSEY.

JUNIOR AMERICAN MECHANIC, Burlington; 40,000 circulation. Cheapest Want ad medium in New Jersey; 10 cents line.

ELIZABETH DAILY JOURNAL covers population of 50,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

DAILY ENTERPRISE, Burlington, 15 branch offices. Best Want medium Central New Jersey—4 lines, 3 days, 25 cents.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECK WITH**, N. Y.

BUFFALO NEWS with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for Want ads mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 88 rural routes; ½c. a word net.

DAYTON (O.) NEWS always leads in Want ads. One cent per word per insertion. Largest circulation.

THE MANFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 30 words or less 3 consecutive times or less, 35c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 8,318. Publishes more Wants than any four Okla. competitors.

OREGON.

THE Portland, Oregon DAILY JOURNAL, every evening and Sunday morning, carries more "want ads" than all the other evening papers in Oregon combined, including its afternoon Portland contemporary. Rate: 5 cents a line each insertion—seven insertions, including the Sunday JOURNAL, for the price of five.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

THE REPORTER (evening), Washington, Pa. (midway between Pittsburgh and Wheeling, W. Va.), carries more classified ads than all other papers of the county combined. Rates: 1c. a word first insertion; ½c. a word each consecutive additional time. No ad less than 35c.

PHILADELPHIA, THE EVENING BULLETIN—Want ads in **THE BULLETIN** pay, because it goes daily into more Philadelphia homes than any other medium. In Philadelphia there are about 230,000 homes. **THE BULLETIN**'s circulation, which during the month of August averaged 183,404 copies per day, net paid (see Roll of Honor), goes each evening into a majority of these homes. In Philadelphia nearly everybody reads **THE BULLETIN**. **THE BULLETIN** will not print its classified columns advertisement of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

VIRGINIA.

THE TIMES-DISPATCH carries more Want ads, both help and general, than any other paper published in Richmond, because it is the home paper of Richmond and Virginia, and reaches the class that give results. Want ads, May, 4,101; June, 4,324.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advt., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 35c.; weekly, 6c. line. Big results from little talk.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada. (Daily 80,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 35 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto market. Carries more local general advertising than any other Toronto paper. Sworn daily average circulation, May, 1904, 30,670.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion. Number of paid "Want ads" published in April, 39,984; in May, 39,180.

THE Toronto EVENING TELEGRAM is the "Want Ad Medium," and has a local circulation equal to any two other papers combined. These facts mean something to the result-seeking advertiser. \$1,836 daily average for six months. Rates: 5c. per line for 50,000 lines; 6c. per line for 10,000 lines. No charge for position on ads of seven inches, or over, single column. Rates are 1c. per word, each insertion, for Agents Wanted, Personals, or other classified ads.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday COLONIST than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

Special Issue of P

For the main purpose of securing new subscribers to the Schoolmas

Sept. 28, 1904, Press

TO THE

Real Estate Dealers in t

There are already many real estate firms on the subscription list of PR promptness than they. None show a keener interest in the paper, manifested Real estate men have been converted to advertising all over the country, and greatest means to profitably connect buyer and seller.

And why should it not be so? The good newspaper in the West, N in every part of the country, and in many cities there are newspapers that ha estate advertisements.

The real estate business is one of the gigantic factors in the country and its and prosperity of the United States.

The above special issue will go to the responsible real estate men in every State

43,978 C

at the regular rates qu

Advertisements are solicited for this issue from first-class daily and week effective and most low-priced investment to good papers that the School established real estate patronage and those which want to secure it at not aff

Adwriters, makers of novelties and office supplies, printers, etc., ha interests real estate men can use this edition to bring their announcements before real business opportunity.

PRESS DAY, SEPTEMBER

ADVERTISING RATES

20 cents a line; \$3 one inch; \$10 one page; \$2

For advertisements in specified position, if given double

Five per cent discount may be deducted on check

To secure space in this issue send at once

CHAS. J. ZINGG, Business Manager,

e of Printers' Ink

to the Schoolmaster, the following special edition will be issued on

, Press Day, Sept. 21,

TO THE

ern the United States

criptions of PRINTERS' INK, and none renew their expirations with more
paper, manifested by their frequent suggestions and letters of commendation.
er the country, and the leaders among them recognize sane publicity as the

in the West, North and South will quickly reach home seekers or investors
newspapers that have special display or want ad pages wholly devoted to real

in the country and its importance and growth is keeping pace with the expansion

men in every State and Territory of the United States, making a total edition of

3 COPIES

the rates quoted below.

pass daily and weekly newspapers all over the country. This edition is the most
at the Schoolmaster has ever offered. Daily papers who have already an-
cure it cannot afford to overlook the advantages of this special edition.

enters covers, half-tone makers and all others who have a proposition which
announced before an audience at once responsive and responsible. It is a

SEPTEMBER 21, 1904.

TERMS: RATES:

\$10 quarter page; \$20 half page; \$40 whole page.

if greater than double of the above quoted prices is charged.

the dollar check is sent with order and copy.

issue at once with order and copy

10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more.

ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$2); 300 lines to the page (\$60). For specified position selected by the advertiser, if granted, double price is demanded. All advertisements must be handed in one week in advance.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. BEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 14, 1904.

MAIL-ORDER ADVERTISING.

Mail-order advertising began with catch-penny schemes twenty years ago, and was the least reputable of all branches of advertising. From these unsavory beginnings it has steadily improved in character and widened in scope. The schemer, is still with us, but, like all aboriginal tribes, he is fast disappearing before the march of legitimate business methods. The first honest mail-order advertising was more or less cheap in its nature, but when the greatest merchandising houses of Chicago realized that the mails offered the connecting link in a vast system of distribution for the new West, the die was cast. From a mere peddler's traffic in novelties and trinkets this trade has grown to a volume reckoned not in millions, but hundreds of millions. Back of the advertisements of these Chicago houses are enormous retail stocks, and back of these are huge manufacturing plants for supplying them. One of the leading Chicago houses has its own canning factories, its own plants for making safes, tombstones, buggies and carriages, pianos and organs, furniture, cutlery and many other articles. The large figures of the mail-order trade are

found in these supply houses, and their methods, while open perhaps to the charge of being "cheap" and sensational, have always been entirely honest and commendable. To them belong the honor of creating public confidence in mail merchandising and paving the way for still wider operations.

* * *

Up to the present time the mail trade has been one remarkable for quantity. Now, however, it is also becoming a quality trade. When Tiffany & Co., the famous jewelers, can sell \$3,000 pearl necklaces by this method it is evident that mail operations have passed beyond the scheme stage. It would be difficult to imagine any further growth along quality lines. The operations of the big Western houses, have been extended amazingly the past three or four years. Where mail-order advertising was once confined to country weeklies and the peculiar class of journals that reach people living in villages and at country cross-roads, it is now extended to the highest-grade magazines. People who bought by mail were a class to themselves five years ago. To day it is recognized that the whole population can be induced to purchase certain articles in this manner, for confidence has been established by fair dealing and even the memory of the fakir is passing away. Many fine old conservative business houses have added mail-order departments, liberally advertised, and the present small volume of mail advertising by city department stores, particularly those of the populous East, is the germ of what promises to be a great business.

* * *

What are the chances of the small business man in mail-order advertising? Some of the experienced operators in this field say that conditions for him are constantly growing harder, owing to the large capital of established houses. Yet this issue of PRINTERS' INK contains the story of a great mail-order business built up in five years from a capital of a few hundred dollars. The ele-

ments of success were not capital, but in experience of mail-order trading and an excellent idea for supplying a dormant demand. As certain well conducted retail stores in cities thrive in spite of department store competition, so the small mail-order advertiser will hold his own if he but know his business and work out a sound idea. There is enormous strength in large capital, but there is also a large element of weakness. These joints in the armor gives the small man and the beginner his opportunity, not only in the mail-order field, but in all business. It has been so always, and always will be.

THE Cleveland, O., *Plain Dealer* states its average circulation in the Roll of Honor for August, 1904, as follows: daily 84,610, Sunday 69,706 copies, a gain of 3,000 copies over the daily average for the same month a year ago.

THE Chicago *Mail Order Journal* is only too glad to have the opportunity to send the paper to somebody. In all probability, the heirs of those asking for sample copies will have to get out injunctions to stop the paper from coming to them.

HEREAFTER the D. S. McPherson agency, Flatiron Building, New York, will be known as the Magill Advertising Agency, the proprietors being Wm. A. Magill and Pierre B. Pie. The agency is doing a substantial business, placing the accounts of the Apollo Piano Player, Van Orden Corset Co., American Pneumatic Carpet Cleaning Co. and A. B. Chase Co.

A FORCEFUL desk novelty from Corday & Gross, the "anti-waste-basket printers," Cleveland, is in the shape of a paper-weight—an inverted waste-basket made of type metal and heavily electro-plated. The inverted waste-basket is this firm's trademark, and signifies that work produced in their shops will not find its way to the limbo of indifferently printed advertising literature. The novelty cleverly emphasizes this symbol.

THE board of supervisors of Santa Barbara, Cal., appropriated \$2,000 to the chambers of commerce to be used for advertising purposes. Santa Barbara's chamber received \$1,000 and San Maria and Lorpoc \$500 each.

PERSISTENCE in advertising is a desirable quality when your advertising is conducted along the right lines. However, that hang-dog persistence, that causes a man to follow a certain method even after a trial has been unproductive of results, is responsible for not a few failures.

GOOD advertising is usually the result of good judgment. Very few successes result from the following of set rules. All rules have exceptions and the experience of advertisers go to show that advertising rules have a great many more exceptions than have rules in other lines of business.

"PRINCIPLES of the Mail-Order Business" is a paper-bound book of 120 pages, published by Arthur E. Swett, the Chicago agent and editor of *Advertising*. This work is now in its third edition, and gives, in twenty chapters, all the mere book knowledge there is to be imparted about this complex subject. The information is practical and written with a first hand knowledge of the mail-order field.

THE daily circulation of the New York *Telegram* during August, according to that paper's statements, averaged 169,351 copies. Though August is a dull month, this average exceeded that for the rest of 1904, and for the month of August, 1903, when newspaper sales were largely increased by the International yacht races. The *Telegram* claims that it printed more advertising during August than any other New York evening paper, the aggregate being 244,860 lines, an excess of 13,596 over its nearest competitor. For the first eight months of this year the *Telegram* printed 2,353,030 lines of advertising, comprising 368,171 individual advertisements.

THE International Advertising Association will hold its first convention in St. Louis, on October 4th, 5th and 6th. The Association has secured the Festival Hall for its meetings; this hall is one of the finest convention halls in the world, and the most beautiful and impressive of all the Fair buildings.

THE first issue of the Baltimore *Evening Herald* appeared August 25, and is a substantial daily carrying a good representation of advertising and all the news. Its appearance gives the impression that if there is room in Baltimore for another evening paper, as is believed, the *Evening Herald* is the one that there is room for.

A CONFIDENTIAL report on the daily newspaper situation in Clinton, Ia., would establish the fact that the *Advertiser* is the paper to consider for local and general advertisers. The *Herald* is mentioned second, though principally based on personal or sentimental reasons. The *Morning Age* is not well spoken of from the standpoint of an advertiser. The *Advertiser* is the only daily in Clinton which enjoys the distinction of a figure rating in Rowell's American Newspaper Directory for 1904. The daily average for 1903 was 10,280 copies. The Clinton *Advertiser* is one of those papers that may join the Roll of Honor.

THE real estate men of Salt Lake City propose to undertake a campaign for advertising that city's advantages to capitalists and homeseekers. "This city is bound to be one of the great centers of trade, railroads and population," says the Salt Lake *Tribune*. "The land that can be profitably used is not 'all out doors,' as in a large number of places, but is somewhat limited in area, while ample for all necessary purposes. But the greatness of the future of the city will put the land all to use, and all will be valuable. The purchaser of realty here and in this valley is the one who is certain that his money must yield large returns."

At the opening of the fall school term in Brooklyn, A. D. Matthews & Sons advertised that a photographic reproduction of any Brooklyn schoolhouse would be given free at the store. The pictures were large photographic reproductions, and were given to shoppers during a special sale of school supplies, purchasers showing their checks at a booth arranged for the distribution.

THE New York *Herald's* paid advertising for the eight months ending August 31 was 21,339 columns, an increase of 1,332 columns over the same period last year. It is claimed that this exceeds by more than 3,700 columns the paid advertising published by any other New York daily in the same period. Numerically, the *Herald* printed 727,168 advertisements, or 22,174 more than during the first eight months of 1903.

ONE hundred Western advertisers were present at a dinner given by the Chicago directors of the new International Advertising Association at the Palmer House, Chicago, August 25. C. H. Brampton, John Lee Mahin, Medill McCormick, James B. McMahon and A. L. Thomas were the hosts. Addresses were made by Thomas Balmer, New York, James B. McMahon, Chicago, Harry Kramer and Walter Dill Scott, Chicago.

A COMPANY headed by Alfred Harmsworth, the English publisher, has purchased large areas of timber land in Newfoundland and will establish pulp mills to supply the Harmsworth papers. The tracts comprise 2,000 square miles, and cost \$450,000. Sir Alfred's varied newspaper interests are in a corporation known as the Amalgamated Press, limited, of London. This has been capitalized, it is said, for the purpose of operating the pulp mill enterprise at \$10,000,000. A plant valued at half that sum will be established and work started as soon as possible, the intention being to enlarge the plant as rapidly as circumstances will admit.

Collier's is to publish a reference annual similar to the almanacs and year books of leading newspapers. It will appear at the end of the year, and be edited by John R. Meader, who has hitherto supervised the New York *Journal's* almanac.

A LARGE reception to the Mayor of New York City, the press and the officers of many commercial organizations was given on the Great Northern Steamship Company's steamer Minnesota, August 22, and was followed the next day by a similar reception to merchants, shippers and railroad men. The arrangements for these two events were made by the Albert Frank Co. agency, New York, which places all the company's advertising.

A TEN per cent increase in advertising rates is announced by the *Telegraph*, Harrisburg, Pa., taking effect October 1. This advance is based on a twenty per cent increase in circulation, according to Manager E. J. Stackpole, the daily average during the year ending June 30, 1904, being 10,986. In Rowell's Directory for the current year the Harrisburg *Telegraph* is credited with a daily average of 10,544 for a year ending with last February. It is the only daily in that city entitled to entry in the Roll of Honor.

CHAIRMAN TAGGART, of the Democratic National Committee, recently announced his intention to undertake a political advertising campaign on a scale hitherto undreamed of, stating that before the close of the polls next November the Democratic Party would have distributed 15,000,000 tons of printed matter. Various editors have set to work to put the thing into detailed figures, and find that this quantity would not only mean about 4,000 pamphlets for every man, woman and child in the United States, but that it would exhaust the product of all the paper mills in the country for the next ten years.

THE daily average circulation of the Baltimore *News* in August, 1904, was 54,682 copies as stated in the Roll of Honor. This is a gain of 10,412 copies over the daily average in August, 1903.

One-Type-at-a-Time is the odd name of a monthly paper which is published in the interest of the Monotype by Wood & Nathan Co., New York. Going to printers and publishers, it contains a pleasing miscellany of pictures, varied with arguments for this typesetting machine.

It has heretofore been customary to require a remittance of fifteen cents in stamps before one of the large expensive catalogues of the Chicago mail merchandising houses is sent to an inquirer who is not recognized as a customer. Now, however, Sears, Roebuck & Co., that city, will send their catalogue broadcast post free to anyone who may request it. Another in- is sent one of their profit-sharing plan. This is akin to the trading-stamp idea. With every purchase is sent one of their profit-sharing certificates, showing the amount of the purchase. Certificates amounting to \$100 or more will entitle the person whose name appears on the face of the certificate to a premium of considerable value. No premiums will be given for certificates aggregating less than \$100, and certificates are not transferable. However, no limit is set as to the length of time which may be taken in making the \$100 purchases.

AN ADVERTISING ECHO.

Here is an advertisement which is painted on the bill-boards around the Astor-Lenox-Tilden library grounds, which is not only the "sincerest flattery" of but should add to the force of the Lackawanna Railroad's poetic legends:

When on other roads you go,
Not along with Phebe Snow,
And your gowns will not stay white,
You can solve the sorry plight—
Send them all to

LEVANDO,

DYER AND CLEANER, - - 479 FIFTH AVE.

THE only farm paper in California with a place in the Roll of Honor is the *Pacific Tree and Vine*, published monthly at San Jose. The publishers, W. A. Bohannon Co., take excellent advantage of this distinction, reproducing the Roll of Honor page in a folder that accompanies a rate card.

Two more agency failures are reported from Chicago last week. A gentleman claiming to be informed as to the agency field there says the Chicago slate is now clear. The George W. Cornwall Agency was understood to be merely a "scalping" outfit and has gone the way of all predecessors doing business on that basis. The Banning Agency was aggressive, creative and its failure is attributed to having too many irons in the fire and spending too much money to secure and execute its business.

CHARLES B. SPAHR, editor and proprietor of *Current Literature*, New York, was lost overboard in the English Channel while crossing from Ostend to Dover August 31. It is supposed that he missed his footing while on deck. Mr. Spahr was completing a tour through Europe undertaken for his health, which had been sapped by hard work on his magazine. Since 1886 he had been a member of the editorial staff of the *Outlook*, which he left last winter to take active management of *Current Literature*.

BYRON W. ORR, secretary of the St. Louis Ad-Men's League, has assurances from the various advertising men's organizations throughout the country that Advertising Day at St. Louis, October 4, will be an important event. The attendance already promised assures its success. The St. Louis Club is planning an elaborate programme, and has made up a list of speakers from the leading advertisers of the United States. On September 14 the Ad-Men's League entertains M. M. Gillam, of the New York *Herald*, at an informal reception.

THE American chewing gum trust has entered England, and is extensively advertising Adams' Tutti Frutti, Beeman's, Yucatan and Kis-me.

A FOLDER from Cushman's Six, the mail-order combination owned by L. N. Cushman, Boston, contains some vigorous remarks on the mail-order trade, contending that a comparatively high subscription price brings the best class of readers in this field, and stating that there is a distinct advantage in advertising in papers that are mailed each month before any of their competitors. The folder would have been more effective had the six papers been specified and described.

MAIL-ORDER advertising involves so many questions of law in connection with the postal regulations, that the Sawyer Publishing Co., Waterville, Maine, has established a legal department for the use of mail-order advertisers. This service is free to advertisers in the Sawyer Trio, and is open to others at reasonable fees. In the latter case the fee is credited on any advertising that may subsequently be done. Advertisers are invited to submit projected advertisements, follow-up matter, etc., to this department, which will put it in shape to meet postal requirements. After having passed on any such matter the Sawyer Publishing Co. guarantees the advertiser immunity from postal interference so long as advice is followed, and will protect him through its attorneys should any trouble arise. "The average lawyer," comments the *Advertiser's Guide*, "is of little use on postal matters and cannot present his client's case favorably at Washington. Specialists on postal law, on the other hand, are extremely expensive. Many mail-order businesses come under the ban of the department not because they are inherently illegal, but because someone has made a complaint. In such cases an inexperienced lawyer is a long time getting the fraud order canceled."

Of the streetcar companies in England, only thirty-six permit advertising in their cars says *Advertising News*, London. The average yearly income per car is about \$85. The West Ham Car line realizes \$170 per car, while the Oldham and Sheffield lines receive about \$45.

"25,000 KILLED or Injured Every Day—Protect Yourself with an Accident Policy" is the leading line on a poster that has been displayed for some months on New York elevated station boards by the Travelers' Insurance Co., Hartford. Allowing only 300 days to the year, this is 7,500,000 people who are killed and injured every twelve months. In two years the entire voting population of the United States would be killed and disabled at this rate. Is this a large average or a large advertising statement?

ON November 15 a big ocean steamer will sail from Seattle, Wash., with a floating exposition of American goods designed to interest merchants in the Orient. Back of this enterprise are exporters of the Pacific Northwest, together with James J. Hill, president of the Great Northern Railroad and his business allies. The ship will carry no passengers but exhibitors, and no cargo but exhibits. It will anchor only at ports of commercial importance. No admission will be charged, but, on the contrary, every effort will be made to get as many as possible to come aboard, with preference, of course, for those who have business interests. The exposition ship will visit Yokohama, Kobe, Nagasaki (Port Arthur and Vladivostok, war conditions permitting), Shanghai, Hong Kong, Manila, Singapore, Colombo, Mauritius, Delagoa Bay (Johannesburg and Pretoria), Cape Town, Adelaide, Melbourne, Sydney, Honolulu, and on the return Santiago Valparaiso and Callao, South America. At each of these ports it will remain from two to ten days, a total of about six months having been assigned for the voyage.

What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, "What is the circulation of the paper under consideration?"

PRINTERS' INK invites communications on the subject expressed in the sentence printed above, and will award a sterling silver sugar-bowl to the writer whose answer appears to be most generally acceptable to newspaper men. A tea-pot, cream-pitcher and salver, all of sterling silver, will be added to the sugar-bowl award if the winner can induce the American Newspaper Publishers' Association, in convention assembled, to approve and accept the conclusion expressed.

The above is re-printed from last week's issue of PRINTERS' INK.

Up to the time of going to press with this issue no single suggestion had come to hand. On that account a second insertion is now given, and it is intended to repeat it seven times, or possibly seventy times seven, until a feasible suggestion is elicited from somebody.

Reader! If you have an intelligent idea on this subject it may get the sugar-bowl for you!

THE actual daily average circulation of the Philadelphia *German Daily Gazette* during the first six months of 1904 was 48,299 copies, of the Sunday issue it was 37,263 during the same period as stated in the Roll of Honor.

THE morning edition of the Baltimore *Herald* has been combined with the new evening edition, which was established August 25. The Sunday *Herald*, which is not affected by the changes, will be enlarged and improved.

THE Government Census Bureau at Washington is making preparations for a special census of the country's manufacturing industries next year, a special act of Congress having authorized a five-year census of such statistics. The work will begin in December, this year, and manufacturers are asked to co-operate in remedying errors made in the last census through wrong classification of raw materials and finished products.

NEW YORK STATE'S trading stamp bill, which provides that the value in cash on goods must be printed on every trading stamp, has become a law, and the companies have distributed millions of new stamps conforming to the new regulation. This measure seems to be more cloudy than any that have ever been aimed at the nuisance. It specifies that the trading stamps after June 1 shall have their actual face value printed on them, and that they shall be redeemable either in cash or merchandise for as low a figure as 50 cents. It is the latter clause the framers of the bill thought would put the trading stamp men on the run. The latter, on the contrary, declare that it is the best thing that ever happened. They say that it will enable them to do more business and quicker business than by waiting until collectors fill a book of 1,000 stamps. The one thing that seems to be certain is that trading stamp collectors will get no more for their stamps than they are getting under the present law.

THE Associated Sunday Magazines now claim a weekly circulation of 725,000 each Sunday, which is held to be larger than that of any other advertising medium in the United States with two exceptions. The rate of \$1.80 a line is said to be the minimum price for this quantity of circulation.

BASSETT STANDS ALONE.

Mr. M. H. Bassett, editor of the Mattoon, Ill., *Journal*, writing to PRINTERS' INK, under date of August 14th, says:

Regarding the ratings of the American Newspaper Directory, will say this paper has never had any trouble in getting a rating when it has furnished the facts to Mr. Rowell. We have noticed with interest your series of newspaper investigations now going on in PRINTERS' INK. That is the way to get at the real facts. We anxiously await the time when your representative gets around to Mattoon, assuring you that everything in the *Journal* office will be thrown wide open to him.

It is cheering to be told that the investigations of Newspaper Conditions which PRINTERS' INK conducted with thoroughness through six States, and touched upon tentatively in a dozen others seemed interesting to Mr. Bassett. It is an encouraging circumstance that so good a newspaper man appears to have actually approved the work PRINTERS' INK attempted to perform.

Every daily paper in the United States was placed on the exchange list while these investigations were in progress and so far as the Little Schoolmaster remembers Mr. Bassett has been the only one to express approval. To a list of more than ten thousand men said to be interested in advertising, sample copies of PRINTERS' INK were sent and each was asked to say whether such a service was likely to be of value. Out of the whole lot not a single one expressed any interest.

Newspaper men who were praised by the examiner, were generally able to suggest other things that could have been said in their favor; but had scant approval for what was said; while the publisher who did not shine in the report regarded the whole thing as a blackmailing scheme or said he did.

And so the work was discontinued.

ANY paper which gains a large and desirable circulation among the country people, whether they are farmers or those who live in the smaller towns and cities, must add to the usual features a quality that will appeal directly and powerfully to a class of readers which demands something far different from that which makes many of the great magazines successful. Country people do not want a portrayal of life in the great cities. They do not lead or understand or care for such a life. They want something which is near to nature in its character, which treats of life as they see and know it, the stories of lives strong with natures and motives they can appreciate. It must contain action and lots of it, and the action must result in the triumph of right over wrong, the success of the side they want to see succeed.—*Folder from the Sawyer Trio, Waterville, Maine.*

THERE is a finely drawn line between the "guessing contest" that is sanctioned by the Postoffice Department and the one that is classed as a lottery. The following, according to *Advertising*, are legal: Estimating the weight of a cake of soap; guessing at the number of beans in a jar; predicting the number of births in a locality in a given time; inducing the purchase of certain articles by giving purchasers a quantity of some other article. Among those illegal are: Policy; missing word contest, unless the word is the most appropriate and is so specified; sales of numbered bonds, some of which are redeemable at figures in excess of their market value; selling candy in packages, some of which, but not all, contain tickets calling for prizes. It has been decided that if an individual or a corporation conducts a so-called guessing contest in such a manner that those who enter it are not entirely dependent upon chance for success, and in any event are not risking money which they might otherwise spend in such a way as to make them eligible to become contestants, the law cannot interfere.

FRANK PRESBREY returned from Europe the other day with a golfing medal as big as any brought home by Walter J. Travis. Furthermore, Mr. Presbrey's was presented to him by King Leopold, of Belgium, in person, after he had won the third prize in the International Open Amateur Golf Tournament at Ostend, August 19.

THE directorate of the International Advertising Association held its regular monthly meeting at the Aldine Club on Tuesday evening, Sept. 6. The number of vacancies were tentatively filled, and the opinion expressed that the trade and professional press should be given representative recognition. Charles Arthur Carlisle, advertising manager of Studebaker Bros., was chosen president, vice Harry D. Perky, who has gone abroad for his health.

ON September 28—
Press day September 21
—PRINTERS' INK issues a special edition to the real estate men of the United States. The real estate business is one of ever increasing volume and magnitude, and sane publicity is every day more employed to connect buyer and seller. There are splendid stories on this topic in various cities in this country. Able writers who can obtain such, and who are willing to submit them for approval, are invited to do so. Interviews from parties who advertise in the daily press are preferred. In order to obtain consideration manuscripts should be sent in at once.

BALTIMORE is forming an association of traveling men and wholesalers to divert to that city the trade which it has admittedly lost through the extensive advertising of the Philadelphia Merchants' and Travelers' Association. This trade is that of Southern merchants who have heretofore bought largely in New York and Baltimore. The Philadelphia organization has not only been active in distributing literature, according to the *Baltimore Herald*, but has offered marked advantages in freight rates. The Baltimore association undertakes to pay half the freight charges of any merchant who buys \$1,200 worth of goods in the city. The purchases can be made at any number of houses, and include any variety of goods. After purchase a check for this rebate is mailed to the merchant.

WITH every national election advertising plays a more important part in the choosing of a President, says the *New York Times*. The cost of President Lincoln's second campaign in 1864 was only \$200,000, as against the \$5,000,000 spent by both parties in 1900. A like sum will be spent this year, this amount being disbursed by the two great parties in a period of ten weeks. Inventors of advertising novelties besiege both chairmen of national committees, offering everything from lapel buttons to patent bombs which explode and show a picture of a candidate in the smoke. The latter are designed to draw and hold crowds, and the Democratic committee is considering their adoption. Another novelty, requiring an outlay of \$500,000, was proposed to the Democratic committee by a leading job printer of the United States. His scheme was to put a concise Democratic argument on millions of trolley car transfer slips, which would be given gratis to the leading street railway systems throughout the United States. At Republican headquarters several cartoonists have been engaged to caricature the enemy, and each cartoon will

appear simultaneously in all the leading Republican organs of the country. As some 350 of these cartoons will be launched at the enemy, this item alone will approximate \$30,000 or \$35,000. One of the most expensive items in the campaign is the printing and stationery bills. For this each campaign committee will this year spend \$500,000. The number and size of the documents sent out have increased with each campaign until it is expected that the Parker and Roosevelt managers will mail no less than 100,000,000 documents of various sorts combined to further the respective candidates. A great many of these are matters of Congressional record and are franked. More than half of the money spent by both National and State Committees will reach the pockets of the campaign orators. During the next ten weeks Democratic doctrines will be preached by 5,000 political evangelists, who will get their cues from National campaign headquarters. As many, if not more, will march forth under the Roosevelt banner. In addition to these ten full regiments of spellbinders the various State Committees of both sides will muster 50,000 more, making a grand army of 60,000 speakers saving the Nation on the stump. Some of the best known orators are paid as much as \$250 a week and expenses for their services. Others donate their time to the cause, while the average cost per head in this means of advertisement is between \$50 and \$100 a week and expenses. Speakers in the employ of the State Committees will average less, but some \$8,000,000 will be spent by the national and local committees for oratorical fireworks. Another major item of expense will be the ubiquitous campaign button, of which millions will be distributed by both committees in addition to millions of lithographic portraits, banners, and flags, ranging from the abbreviated buttonhole variety to huge affairs, which are big enough to blanket the greatest elephant that ever trumped in fact and fable.

A PERIODICAL circulating chiefly among the employees of the First National Bank, Chicago, has been launched in that institution. It is called *The Review*, and the first issue contains some unique facts about the bank, which has its own printing office, dining-room, library, savings fund association for employees and a pension fund.

The Evening Times, of Rochester, N. Y., has been gathering testimony to the value of evening papers. Opinions were asked of department store advertising managers in every city in the United States having over 75,000 population. Replies to the number of 135 were received, and only eleven of these advocated the morning paper as the best medium. Some use evening papers exclusively, while many spoke warmly of the great advantages of evening dailies over morning papers for their purposes. Seventy-eight stores give evening papers first copy; 14 give first copy to morning papers; 20 give fresh copy to each class; 9 use evening papers only; 3 use only morning papers; 102 prefer evening papers. Among the firms that prefer the evening papers are Siegel, Cooper & Co., Chicago; Rothschild & Co., Chicago; Houghton & Dutton, Boston; A. D. Matthews & Son, Brooklyn; Journeay & Burnham, Brooklyn; Abraham & Straus, Brooklyn; The Bailey Co., Cleveland; The Fair, Cincinnati; Partridge & Blackwell, Detroit; Wm. H. Block Co., Indianapolis; John C. Lewis Co., Louisville; Emery-Bird-Thayer Dry Goods Co., Kansas City; Kroeger Bros., Milwaukee; Ed. Schuster & Co., Milwaukee; John W. Thomas & Co., Minneapolis; Wm. Donaldson & Co., Minneapolis; Bloomingdale Bros., New York; John Home Co., Pittsburgh; Simpson-Crawford Co., New York; Bennett Co., Omaha; Strawberry & Clothier, Philadelphia; Field, Schlick & Co., St. Paul; Penny & Gentles St. Louis; Wm. Barr Dry Goods Co. St. Louis; W. H. Elsinger & Co., St. Paul. The results of this canvass have been published by the *Times* in a neat booklet.

The Halifax Herald and Mail are the only Nova Scotia papers represented in the Roll of Honor, and the only publications in Nova Scotia entitled to entry, with two exceptions. The *Herald* is a morning daily bearing the gold marks, and accepts advertisements on condition that it has the largest morning circulation in Canada east of Toronto, with the exception of one Montreal daily. The *Evening Mail* is said to exceed the combined circulation of any two evening papers in Nova Scotia, and the combined circulation of the *Herald* and *Mail* exceeds that of any other three dailies in Canada east of Montreal. Advertisers are invited to "write it in the contract."

It has always been PRINTERS' INK's belief that newspapers which carry the largest number of want lines are the papers closest to the hearts of the people. This belief is as accurate as it is true.

On pages 30 and 31 may be noticed a special department devoted to this kind of papers. Is yours one that ought to be listed under the heading, The Want Ad Mediums of the Country? If so, you may be interested to know that you could make this department of more complete and of more effective service to the readers of PRINTERS' INK, who constitute the general and mail-order advertisers of this country, by inserting therein as few as two lines of copy. The cost would be 40 cents a week. And when you decide to do that, it may be well to bear in mind that advertisers need as much REMINDING as they need informing.

THE BOSTON HERALD

NEW ENGLAND'S GREAT NEWSPAPER

THE BOSTON HERALD

In face of a very general decrease of advertising the country over, and concurrently with a loss of **55½ columns** by its leading competitor in this field,

THE BOSTON HERALD

during the month of August enjoyed an increase of **81½ columns** in its classified advertising patronage alone—a remarkable midsummer showing.

THE BOSTON HERALD

is achieving this amazing new record without adventitious methods of any sort but rather by clean-cut advertising, thereby setting the pace for its advertisers.

THE BOSTON HERALD

NEW ENGLAND'S GREAT NEWSPAPER

THE BOSTON HERALD

16 Cents a Line Buys 125,000 Circulation

HERE IS A BARGAIN.

The wise mail-order advertiser will include THE FAMILY HERALD AND WEEKLY STAR, of Montreal, Canada, on his list every time. As a mail-order proposition this paper stands in a class by itself and is absolutely without an equal on the American Continent for producing results.

Heretofore the transient rate of THE FAMILY HERALD AND WEEKLY STAR has been forty-five cents per line, and at that price it was a paying proposition, but for the remainder of 1904 the rate is cut to sixteen cents per line flat—one-eighth of a cent per line per thousand circulation.

Just think of it. At sixteen cents per line no mail-order man can afford to overlook

The Family Herald and Weekly Star

"CANADA'S GREATEST NEWSPAPER"

All subscribers pay \$1.00 per year in advance. No free copies.

Circulation (sworn) 125,000 each issue, which is 100,000 greater than that of any other weekly or monthly publication in Canada.

By honest calculation THE FAMILY HERALD AND WEEKLY STAR goes into over ninety per cent of the post offices of the Dominion. There is hardly a Canadian family that does not read this paper.

Canadian families are prosperous and have money to spend and look to America for ideas.

Will you get your portion of this trade?

Send direct or through your agent a keyed advertisement and watch results. You can't lose on 125,000 circulation at sixteen cents per line

For further particulars of Canada and Canada's Greatest Newspaper address

The Family Herald and Weekly Star

126 TRIBUNE BUILDING, NEW YORK CITY.

**If It Won't Sell in Dayton, Ohio,
It's a Dead One.**

**Most Complete Rural Route Delivery
in the United States.**

**Largest Electric Traction Center in
the United States.**

Supreme in the richest territory in the world,
peopled by the best-paid mechanics and the
most prosperous farmers on the globe, it is
a typical position for a "try-out."

The Dayton Daily News

guarantees a larger circulation on the Rural
Routes, Traction Lines and in the city
than all other Dayton dailies combined.

Write It In The Contract.

LA COSTE & MAXWELL,
Eastern Representatives,
Nassau - Beekman Bldg.,
NEW YORK.

CHAS. J. BILLSON AGENCY,
Western Representatives,
Boyce Building,
CHICAGO.

PERSONAL AND OTHER MATTERS.

NEW YORK, Sept. 6, 1904.

Editor of PRINTERS' INK:

In the last issue of a personal organ there was published in full a special and confidential report, with the statement that it was sent out by the Publishers' Commercial Union to such of the latter's subscribers as had requested information concerning the International Advertising Association.

The author of this report is unduly influenced by reasons. When he first made my acquaintance he secured \$30 from me for an annual subscription to the service of the Publishers' Commercial Union, in return for which I was to get accurate, confidential reports on the standing of advertisers in various sections of the country. I soon discovered, however, that nearly all the so-called confidential reports from New York City were biased, influenced by personal reasons, and that they were the gossip of the city before they reached me. I simply figured that my leg had been pulled to the extent of \$30 and ceased to ask for reports.

I feel it is my duty to explain why the misleading statement regarding the International Advertising Association was sent out. It was simply because of the failure of the Manager of the Publishers' Commercial Union, one Arthur Koppel, to work me. Realizing that he had failed, he tried to injure me and the organization with which I am identified. He knows, as all others acquainted with the situation know, that my time and money have been furnished to foster the interests of advertisers and to help bring together in one great organization all the advertising interests of the world.

The gentlemen composing the Association know that there has been no ulterior motive in my work. Twice I offered my resignation to the Board of Directors. The gentlemen making up the Board, who are, as you know, some of the ablest men in the commercial world, refused to consider it and showed me very plainly that it was my duty to stay where I was until after the convention in St. Louis.

The Association is not in debt as has been claimed. It does not owe a dollar, it has money in the treasury and it has the largest and most influential membership of any advertising organization in the world.

That the Association is a self-glorification scheme to advertise the writer and the other gentlemen named in the report is so apparently false that it is absurd. The Directors are not the kind of men who would lend their names and influence to advance the personal ambitions of three or four men.

That Mr. H. G. Murray, Manager of the Association, was until a few days ago connected with the Paul E. Derrick Advertising Agency is another falsehood. Mr. Murray was at one time connected with the agency, but he resigned a position as Secretary of the Department of Health to become Manager of the International Advertising Association. The inference that he was a

friend of mine is equally untrue. I had never met or talked with him until he made application for the position with about one hundred others, among whom was Arthur Koppel, Manager of the Publishers' Commercial Union.

Mr. Koppel first tried to get the American Advertising Agents' Association to make him their paid Secretary, to succeed the esteemed J. W. Barber. They would not have him.

Mr. Koppel made a great many overtures to me to have his name placed on the Board of Directors of the International Advertising Association. I presented his name and it was tabled. Then Mr. Koppel came to me with the offer that if he was elected a Director he would turn over to the Association the entire credit and collection departments of the Publishers' Commercial Union. This was also presented and tabled.

The statement that a trade publication known as the *American Advertiser* is to be the official organ is also false. Neither the *American Advertiser* nor any other publication will, in my opinion, be made the official organ.

Very truly yours,

M. LEE STARKE.

"THE Decalogue of Advertising" is a little pocket cyclopedia of newspapers, magazines, mail-order mediums, printing, billposting, adwriting, street cars, distributing, novelties, etc., published by the Clarence E. Runey agency, Cincinnati.

"WHERE Speed Counts" is a thumb-nail brochure demonstrating the modern printing facilities of the *Daily Mail*, Moline, Ill., emphasis being laid on the value to advertisers of an evening paper that is printed and distributed promptly every day.

Advertisements.

Advertisements two lines or more without display 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

WANTS.

ADWRITER desires position. Good at show card writing and window dressing. Address W. F. FRY, Box 544, Montgomery, Ala.

WANTED—Solicitor, all large towns, for a representative trade paper. Liberal com. AMERICAN HORSE OWNER, Chicago.

PRACTICAL printer and advertiser wants position with mail-order house or department store. Address "G. W.," care of Printers' Ink.

WANTED—Press. Want an almost new 6-col. 4to., 4 roll, Miehle Optimus or Huber. No junk. "A. P. C.," 108 Wall St., Columbus, O.

MORE than 244,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Partner in magazine business. Good descriptive writer preferred. Small capital only required. Address IDAHO MAGAZINE, Boise, Idaho.

WANTED—To represent a good Western publication in the East. Familiar with territory and well known among agencies. "X. Y. Z.," Printers' Ink.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

NEWSPAPER advg. mgr. (30), practical ad writer, capable solicitor, executive, sure business getter, desires to manage advertising for live publication. Highest newspaper and business refs. "HIGH-GRADE," care P.I.

SITUATION Wanted—Competent advertising man now connected with large Western house desires to make a change this Fall. East preferred. Seven years' experience. Original ideas. Convincing writer. Highest references. Address C. X., care Printers' Ink.

WANTED—Adv. specialist by Western tailors to the trade house. Must be experienced. Excellent opportunity for right man. Address confidentially, giving fullest particulars, specimens of work and salary expected. Address "K," P. O. Box 672, New York City.

MAKE A SKETCH—Ad men should learn to make quick pencil or pen sketch to illustrate ads. They help to secure adv. contracts. Send \$1 for new publication, "Illustration Lesson Leaves," one full year. Address THOMAS ILLUSTRATING CO., 41 W 24th Street, New York.

WANTED—Accountant for a prosperous business. Must be capable of handling large accounts and of good moral character—a man familiar with newspaper or advertising work preferred. Applicants must give full particulars and references regarding past record and ability, or no attention will be given. An opportunity to become interested in the company if desired. "W. C. A.," Printers' Ink.

TO AMERICAN JOB PRINTERS.
If you are not getting all the work your territory should produce, write us. We can supply the munitions of war to bring the results you want—if someone has not already contracted for them in your town.
Particulars free.
E. ST. ELMO LEWIS, Inc.,
515 Walnut Street,
Philadelphia.

YOUNG MEN AND WOMEN
of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

OPPORTUNITIES FOR ADVANCEMENT—Without danger to your present connections we assure you of consideration for every position you are competent to fill, no matter where located. Our booklets tell how we can bring your ability to the attention of hundreds of employers who need high grade men for Executive, Clerical Technical and Salesman positions paying from \$1,000 to \$5,000 a year. Offices in 12 cities. HAPGOODS (INC.) BRAIN BROKERS, Suite 512, 309 Broadway, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.
GEORGE H. POWELL, Advertising and Business Expert, 82 Temple Court, New York.

YOUNG MAN, now advertising manager of daily paper of 4,000 circulation, where he increased advertising 40 per cent in two dull months, wants larger field. Capable of taking entire charge of advertising department of daily paper and carrying on campaign to increase interest in advertising. Can operate department of adwriting and suggestion for merchants. Moderate salary until results are shown. If you can use a live man, address "A. J. R.," care Printers' Ink.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C.C.). 253 Broadway, New York.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C.C.). 253 Broadway, New York.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE EVANGEL has subscribers in nearly every State and fourteen foreign countries; 20c. a copy. Connell Bldg., Scranton, Pa.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are read at less than 1,500 by the American Newspaper Directory.

THE TROY (O.) RECORD publishes an average of from 35 to 75 more local and county news subjects than any other small town daily. The RECORD's average is more than 100 each issue.

3 INCHES 1 month in 100 Illinois country 3 weekly newspapers, \$50. Total circulation, 100,000 weekly. Catalogue on application. We have other lists in the Middle West. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 515 Grand Ave., Kansas City, Mo.

POSTAL CARDS.

PRICES and samples of post cards. Write **STANDARD**, 61 Ann Street, N. Y.

LUXURIOUS SMOKING.

FRENCH'S MIXTURE is the highest grade Smoking Tobacco manufactured. A superb blend of finest and most carefully selected ripe and perfectly cured North Carolina leaf.

Fragrant, deliciously mild and never bites the tongue. There is no Smoking Tobacco manufactured that can compare with it. Can't be bought from dealers—sold direct from factory to smoker. *Large Sample Package* for 10 cents in silver or stamps. Booklet and prices upon request.

FRENCH TOBACCO CO.
Statesville, N. C.

HOUSE-TO-HOUSE DISTRIBUTING.

I GUARANTEE any advertiser an honest, intelligent house-to-house distribution of advertising matter throughout all the leading towns and cities in the United States. Fourteen years' experience has enabled me to perfect the best system and to render a better service than can be secured direct or through any other agency. Write for full particulars.

WILL A. WOLTON,
National Advertising Distributer,
443 St. Clair St., Cleveland, O.

LABELS.

Cork Top and other fancy labels at bottom figures. **PINK & SON**, Printers, 5th St., above Chestnut, Philadelphia.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. **SINGER BROS.**, 82 Bowery, N. Y.

INDEX CARDS.

INDEX CARDS, all kinds; send sample and get our prices before ordering. **THE BLAIR PRINTING CO.**, Cincinnati, O.

BEST'S EXTENSION INDEX is the best for bookkeepers and all others; proves for the overflow of names from the alphabetical divisions. Descriptive circular free. **BEST INDEX CO.**, Augusta, Ga.

ADVERTISING SPECIALTIES.

LEATHER ad. novelties. Nothing better for making more business. Ours made better than others. Catalogue free. BURNETT PRINTING CO., Rochester, N. Y.

EXCURSIONS.

THE World's Fair Excursion Company, George Tilles, General Manager Coliseum Building, St. Louis, Mo., organizes excursion parties from all sections of the United States to visit the World's Fair at St. Louis, and have unusual facilities for handling the business. They desire the co-operation of newspapers and will give full particulars on application. This company has the special indorsement of the Exposition management and leading business men of St. Louis.

FOR SALE.

FOR SALE—Leading newspaper (weekly) in large Boston suburb. Paying; cheap for cash. Address "W. L. J." Printers' Ink.

FOR SALE—New Model Perfecting Press, in first-class condition. Can be seen in operation; four or eight pages; with stereotyping outfit; price very low. Address H. F. TEMPLE, West Chester, Pa.

FOR SALE TO WIND UP ESTATE.—Constitutionalist (country weekly), newspaper and job offices. Established 1868. Successfully run by its founder to day of his death, Dec. 29 last, and by heirs since. Actual cash receipts from Jan. 1, 1904, to July 1, 1904, \$2,154.52, and business steadily growing. Equipment away above average country office. Price \$3,000. For particulars address G. ALLISON HOLLAND, Eminence, Ky.

ADDRESSES FOR SALE.

5,000 FRESH NAMES N. Y. farmers, \$1. CLARK & CO., Kenmore, N. Y.

500 R. F. D. NAMES for \$1. NED HOLMES, Lexington, Nebraska.

2,516 BRAND new addresses of Cash M. O. Buyers. Never been worked. Entire list 80c. ALBERT HANSON, Montgomery, Ala.

1,000 NAMES and addresses of Eastern Ontario (Can.) farmers, heads of families; prosperous district, \$1. L. A. GUILD, Kingston, Ont.

400 NAMES of mail-order buyers, nicely printed for 10c.; 900 for 20c.; 1,300 for 25c. All wrote us letters with money this year. PACIFIC MAIL-ORDER CO., 120 Sutter St., San Francisco, Cal.

SIGNS.

Everlasting Paint-Printed Signs.
The Sam Hoke Sign Shops, New York.

100 double-faced Wood Signs, 1x3 ft., 75c.
The Sam Hoke Sign Shops, New York.

15c. for 1,000 Tin Signs, 30x28.
The Sam Hoke Sign Shops, New York.

1c. for 10,000 Tin Signs, 4x10.
The Sam Hoke Sign Shops, New York.

11c. for 1,000 Muslin Signs, 2x5 ft.
The Sam Hoke Sign Shops, New York.

85 each 50 Steel Signs, 5x8, framed.
The Sam Hoke Sign Shops, New York.

5,000 Steel Signs, 12x42, framed, 30c.
The Sam Hoke Sign Shops, New York.

\$1.50 for 500 framed Wood Signs, 14x120.
The Sam Hoke Sign Shops, New York.

500 Muslin Signs, 3x18 feet, seamless, 80c.
The Sam Hoke Sign Shops, New York.

630 West 53d St. (N. R.).
The Sam Hoke Sign Shops, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISING NOVELTIES.

RULERS WITH YOUR AD ON THEM \$4.50 to \$100 per thousand.
M. GILBERT, 2363 N. Dover St., Philadelphia.

OUR lightning calculator is about the nicest and newest little advertising novelty you can find—useful, too. Sample for stamps. MODERN MFG. CO., 97 Rensselaer St., New York.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Celluloid Novelties and Buttons. Samples free. F. F. PULVERCO, Rochester, N. Y.

FINEST Black Seal Grain Match Case, with Emery Scratcher. A useful Advertising Novelty. Sample 10 cents. EDWIN W. HOWARD, Triangle Building, Rochester, N. Y., Manufacturer of Leather Specialties.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

ADVERTISING CLOCKS—Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information. BAIRD MFG. CO., 20 Michigan St., Chicago.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. WICK HATHAWAY'S C'RN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 4c. for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

AMERICAN MAILING CARD The only legitimate successor to the "Large Postal Card" manufactured and sold by exclusive sively for the last six years. Send for FREE sample containing "Our Special Offer." Address PRINTERS' INK PRESS, 45-47 Rose St., New York.

5,000 MEMORANDUM BOOKS at \$22.50. A 32-page, quadruple ruled, writing paper memorandum book, coated board cover, with your advertisement printed on front and back cover, at \$4.50 per 1,000. Cheaper than a good card and far more effective; 3,000 for \$15. Samples sent on receipt of 2c. stamp. C. WEIGENSPAN & CO., Advertising Novelties, 601 Commercial Tribune Building, Cincinnati, O.

Novelties Wanted.

I BUY FOR CASH, in large quantities, any ORIGINAL counter-selling novelty, mechanical or medicinal, adapted to foreign drug trade. No advertising necessary. Quick, clean business. Reference: Publisher "Printers' Ink." Show me your samples and quotations.

WM. A. RICHARDSON,
34 Central Street,
Boston, Mass.

ADVERTISING INSTRUCTION.

ADVERTISING INSTRUCTION on new plan at little cost. All branches taught in a practical way by experienced men. SCHOOL OF MODERN ADVERTISING, Milwaukee, Wis.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturer. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.,
Rittenhouse Bldg., Phila.

RIBBOTYPES.



is the very best ribbon ever put on a typewriter. We will send one on trial, to be paid for only if satisfactory for sixty cents, two for one dollar. CLARK & ZUGALLS, 100 Gold St., New York.

MAIL ORDER.

FARM NEWS FOR DAILIES. Original, fresh, reliable farm news with pictures. Brings rural route circulation; helps mail-order advertising. Exclusive service to one paper in each city. Sample sheets. THE ASSOCIATED FARM PRESS (Incorporated), 112 Dearborn Street, Chicago; 15 Wall St., New York.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

Big Profits from Advertising

Those who make them are those who study all phases of advertising closely, and then apply the knowledge thus gained to their own business.

Every number of **Profitable Advertising**, the "Magazine of Publicity," covers thoroughly the broad question of advertising, discussing practical methods by which results may be made better and bigger.

The mail-order advertiser who expects to get rich at the first insertion of his advertisement will not find himself in congenial atmosphere as a reader of **Profitable Advertising**.

But the thoughtful, honest, persistent mail-order advertiser who desires to conduct his campaign according to legitimate methods that will bring lasting success, finds that an investment in a year's subscription to **Profitable Advertising** pays large dividends.

An interesting department which appears regularly each month is entitled, "The Mail-Order Proposition."

\$2 a year; 20 cents a copy.

PROFITABLE ADVERTISING,
140 Boylston Street, Boston.

Mail - Order Houses

can make big money handling our Stereoscopic Views in colors—75 designs—all first-class subjects. \$10.00 per thousand, f. o. b. Coshocton, Ohio.

A few subjects:

Interior of Alhambra.

Entrance Hall, Grand Opera House, Paris.

Palm Avenue, Jardin D'Essai, Algiers.

Church of the Nativity, Bethlehem.

Palace Royal, Berlin.

Mormon Temple, Salt Lake City.

Capitol, Washington.

Minerva Terrace, Yellow Stone Park.

And 67 other subjects.

Write to-day for samples. Samples of 75 designs by mail for 90 cents.

The Meek & Beach Co.
COSHOCOTON, OHIO.

THE VICKERY & HILL LIST.

\$5.10 an Agate Line.

THE AMERICAN WOMAN.

\$3.00 an Agate Line.

GOOD STORIES.

\$1.50 an Agate Line.

AUGUSTA, MAINE.

These are the keystones of many a mail-order business. The reasons are simple. They are popular with the people in the thrifty, prosperous country towns and rural districts. They cover the country from coast to coast, reaching the right kind of people, entering the home and attracting the interest of each member of the family. These papers have the **LARGEST PAID-IN-ADVANCE** subscription list in the world. Successful advertisers have used their pages for years. The readers are accustomed to look forward to the mail-order advertisements. They are an important part of the paper to the economical country buyers. Above all other papers, the **VICKERY & HILL LIST**, **THE AMERICAN WOMAN** and **GOOD STORIES**, carry convincing power and influence to just the people you want to reach.

**ANY FURTHER INFORMATION FURNISHED
ON REQUEST.**

**THE VICKERY AND HILL PUBLISHING CO.,
AUGUSTA, MAINE.**

C. D. COLMAN, **E. H. BROWN,**
Flat Iron Bldg., N. Y. Boyce Bldg., Chicago.

Sworn statement of circulation on file with
Geo. F. Rowell & Co.

PHOTO-ENGRAVING.

QUANTITY price on quantity engraving. Catalogue work in outline or half tone. STANDARD, 61 Ann St., New York.

BUSINESS OPPORTUNITIES.

DDOUBLE YOUR INCOME—Establish a profitable Mail-Order Business, at a trifling cost by our system. Can be conducted evenings or spare hours. Great opportunity for Advertising Men. We furnish complete outfit, catalogues, stationery, advertising, etc., supplying merchandise as orders come in. Exceptional line mail-order goods. Stamp for catalogue, prospectus, etc. CHICAGO SPECIALTY CO. (est. 1885), Chicago, Ill.

ENGRAVING.

HALF-TONE engraving, 10 cents per inch. Line cuts, 6 cents. Designing and wood engraving proportionate rates. Good work. J. J. RYDER CO., Providence, R. I.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. PIEDMONT FURNITURE CO., Statesville, N. C.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1; 4x5, \$1.50.
Delivered when cash accompanies the order. Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

MAPS.

MAPS—STATE MAPS—RAILROAD MAPS—MAPS OF ANY STATE, giving population towns, express offices, money order offices, etc. 25c. each, 5 for \$1. Money back if dissatisfied. E. Y. HORDER, 149 1/2 Washington St., Chicago.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. R. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C.
Established 1869.

POINTS FOR PRINTERS—"Full of happy ideas and good values." "Compact, complete manual for printers and advertisers." Fits vest pocket; 25c. postpaid. W. L. BLOCHER, Dayton, O.

MAN-PRINTER ADVERTISING MAN—Ever feel the lack of technical printing knowledge? "Concerning Type" will put you wise. 50c. postpaid. A. S. CARNELL, 167 W. 162d St., N. Y.

FOUNTAIN MARKING BRUSHES
Indispensable to Shippers, Card Markers, Retailers. Just the Quick Sellers. Thing for Large Profits. Mail Order Men and Agents Write for SPECIAL OFFER. J. S. OSGOOD, 108 Fulton St., NEW YORK.

RUBBER STAMPS.

RUBBER STAMPS.—SEND ME your address and firm name, with 25c. postage stamps, and I will send you a two line Rubber Stamp, with pad, and my illustrated catalog of type styles, postpaid. HORDER, 149 1/2 Washington St., Chicago.

PREMIUMS.

WRITE for information regarding our premium and advertising clocks. BAIRD MFG. CO., 20 Michigan St., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine, \$20.00 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 2nd issue now ready; free. S. F. MYERS CO., 46w, 48-50 52 Maiden Lane, N. Y.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (COP). 253 Broadway, New York.

INSTRUCTION BY MAIL.

YOUR DOG CAN READ PEOPLE at a glance. Can you! WE CAN TEACH YOU to read people like open books—to know their characters, talents, strong and weak points.

TAKEN ONLY TEN WEEKS and \$10. Easy study and easy payments. We deliver the goods or refund.

NO NONSENSE about our method. No palmistry, astrology or occult fakes. Based on physiology and accepted sciences.

IN USE TWENTY YEARS. Pupils all over world. Only two kicks so far. Mention P. I. and sample pages will come.

SCHOOL OF HUMAN NATURE, Athens, Ga.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

WILL trade limited amount of carbon paper for printing. S. C. C., Printers' Ink.

Long Runs of small work (12x18 largest) solicited for automatic feed press. Way-down figures. FINK & SON, 6th, above Chestnut, Philadelphia.

NEWSPAPER BARGAINS.

DAVID'S NEWSPAPER BARGAINS.
DAVID HAS—A veritable snap in Connecticut, \$1.70, with about \$1,200 cash down, will buy a weekly doing a good paying business. The first man who investigates will buy. This price is put on for a quick sale. C. F. DAVID, Winthrop, Mass.

DAVID HAS—A dandy daily in Indiana, \$5.00, good terms—a large daily in same State, about \$8,000 cash required.

DAVID HAS—A great daily property in Ohio, that will make some one happy that has a few thousand \$8.

DAVID SAYS—If you have \$800 cash, write him quick for special particulars on a good sized weekly.

DAVID HAS—Two weekly properties in Wyoming and one in North Dakota that show up great—about \$1,000 cash required on each.

DAVID HAS—A nice weekly in New Mexico—\$3,000, about one-half cash. Health and business. C. F. DAVID, Winthrop, Mass.

DAVID SAYS—If you want a big county seat weekly property in Illinois that shows up over \$4,000 a year profits and have \$10,000 or so cash, speak up quick.

DAVID HAS—Special openings for printers with \$500 to \$1,000.—Not often open.

DAVID HAS—What he considers the best list of moderate price dailies—whole or part—that he has ever had—\$5,500 to \$20,000 required.

DAVID HAS—A few good weekly properties for reliable men with from \$500 to \$800 cash down, balance easy. Such are very hard to find, and they should go quick.

DAVID HAS—A selected list of weeklies in 30 States—Maine to California—requiring cash payments of from \$1,000 to \$4,000. Some great properties for the price, too.

DAVID HAS—Two Mass. weeklies—2,500 cash required on one and \$4,000 on the other. C. F. DAVID, Winthrop, Mass.

DAVID HAS—A special opening in pub. and printing bus. in Boston. About \$2,000 required. A seldom opening, and any serious bus. man will say so.

DAVID HAS—Quite a number of excellent daily openings requiring \$2,000 upward. If you want a good property, get in touch with David.

DAVID SAYS—"The first man who investigates will surely buy." "Usually nine equipped New York State weekly; only paper in county seat town, together with stationery business, which shows an average profit of over \$2,000 a year for last six years—and \$5,500, with one-half cash down, buys it. C. F. DAVID, Broker, Winthrop Centre, Mass.

And all propositions in David's hands are open to close investigation and consideration. AND—David lists only properties that appeal to him as worthy of ownership.

DAVID ASKS—What do you want? C. F. DAVID, Winthrop, Mass.
The Original Broker in Newspapering;
33 Years' Practical Experience.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
11 Verona Street, New York.
Brooklyn.
The largest maker of Tin Boxes outside of the Trust.

PUBLISHING BUSINESS OPPORTUNITIES.

A GREAT National News Weekly. With an excellent gist of things, would find a splendid field. We know of a good foundation upon which to rest such a structure. Has standing and good beginning of circulation. Cash required in purchase, \$10,000. It is an exceptional opening.

EMERSON F. HARRIS,
253 Broadway, New York.

THE modern system of selling goods

Is based upon advertising.

Publicity is as necessary as transportation.

This system is being rapidly extended

So advertising increases by millions yearly.

Hence a good advertising medium—

Magazine, Trade Paper or Class Journal,

Is a splendid business and property.

But the industry is so new

That rich fields yet remain unworked.

Promising fields are often stacked,

But for reasons remain undeveloped.

Buying undeveloped publications

In good unworked fields

Often means valuable franchises free.

Much money has been made

On publications sold by me

During the past seven years.

If you are in a position

To avail yourself of a good opening

Better come and see me or write.

EMERSON F. HARRIS,
Handler of Publishing Property,
253 Broadway, New York.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

MAIL ORDER HOUSES
M may learn how to save time and money by writing to us. **ALBERT B. KING & CO.**, Printers, 106 William St., N. Y.

10,000 Bond Letter Heads, \$12; 5,000, \$7; 1,000, \$2. Printed in a first class style. Send stamp for samples.
SMITH PRINTING CO.,
810-12 Broadway, Toledo, Ohio.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. Addressing done at low rates. **WALLACE & CO.**, 29 Murray St., New York; 610 Pontiac Bldg., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KANSLEY STUDIO**, 245 B'way, N. Y.

COIN CARDS.

3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

1,000 for \$3. 10,000, \$20. Any printing. **Acme Coin Mallet Co.**, Ft. Madison, Ia.

ELECTROTYPERS.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

PRICE CARDS.

SEND for samples of the handsome price cards we sell at 50 cents the hundred, \$3.50 the thousand, assorted. Daintily printed on buff and primrose translucent Bristol. Used in displaying goods they help sales wonderfully. **THE BIDDLE PRICE CARD CO.**, 10th and Filbert Streets, Philadelphia.

SUPPLIES.

USE "B. B." paper on your mimeograph or duplicator. **INK** dries instantly; never smuts. Get samples and prices from **PINK & SON**, Printers, 5th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

WE sell Bernard's Cold Water Paste to photographers, cigar factories, billposters, paperhangers, clipping bureaus, etc., because it is the best paste made, convenient to use, and cheaper because it goes further. Write for free sample. **CHARLES BERNARD**, 1508 Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine resists temper and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MAN'FG CO.**, Clinton, Ia.

PAPER.

B. BASSETT & SUTPHIN,
45 Beckman St., New York City.
Coated papers a specialty. Diamond B Perfect white for high-grade catalogues.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

HENRY FERRIS, his (H) mark
Advertising Writer and Adviser.
Drexel Building, Philadelphia.

BANKERS, Photographers, Retailers—Ask some one about our cuts and our writing for advertisements. Then write. ART LEAGUE.

RETAIL ADWRITING is my specialty. Let me write yours. I can increase your business.
GEORGE I. SERVOS,
2835 Wyoming St., St. Louis, Mo.

A DVT. WRITING—nothing more.
Been at it 14 years.
JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

BOOKLETS designed, written and engravings furnished. Fine stationery for tasty people. Consultation free, if properly rated. Outline wants in first letter. AMERICAN PUB. CO., Columbus, O.

Booklets, spp., nice paper, written and printed, \$14.00 for 1,000, \$50.00 for 5,000.

LOUIS FINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, near Chestnut,
Philadelphia.

THE WATKINS COMPANY,
17 Exchange Ave.,
Chicago.

We sell SERVICE THAT SERVES in planning, preparing and placing effective ads and advertising literature. Our Confidential Service Circular is sent free if applied for on business stationery.

Write for sample copy of THE QUESTION.
It deals with facts, not theories.

LOOK TO YOUR ADVERTISING LETTERS.
The "Letter Shop" of Franklyn Hobbs, in the Caxton Block, Chicago, is the home of originality in Advertising Letters. Ask for folder, "Bout Advertising Letters."

Leading advertisers are beginning to recognize the difference between effective advertising by mail and haphazard circularizing. Hitch your advertising wagon to a two-cent stamp. I can furnish you with a harness that will "pull" the business.

FRANKLYN HOBBS,
Composer and Editor of Advertising Letters.

PERHAPS your eye that falls upon this may be the very one it seeks—viz., the eye of some one just about to get up some bit of Trade Literature—CIRCULAR, BOOKLET, CATALOGUE FOLDER! Perhaps the necessity of having that whatever it happens to be—thoroughly "up-to-date" is fully realized, and due weight given to the FACT that in these days only such can pay for their distribution. I make all such things, after a manner of my own, and I gain new customers for my wares by sending out SAMPLES that speak for themselves—and for me. If you write me in a manner suggestive of possible business I will gladly mail you a lot of such samples of my "doings." Sending for them will cost you nothing and commit you to nothing. Shun postal cuts when addressing
No. 3, FRANCIS I. MAULE, 402 Sansom St., Phila.

Advertising Agencies.

Advertisements under this head, two lines or more 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

ALABAMA.

AA-Z ADVERTISING CO., Mobile, Alabama.
Distributing and Outdoor Advertising.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3402
Sixteenth St., San Francisco, Cal.

BARNHART AND SWASEY, San Francisco—
Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING, 25c. copy; \$2 year.

DISTRICT OF COLUMBIA.

\$5 FOR 3-line Want Ad. in 15 leading dailies.
Send for lists and prices. L. P. DARBELL
ADVERTISING AGENCY, Star Bldg., Wash., D. C.

NEW JERSEY.

MAIL order advertising a specialty. THE
STANLEY DAY AGENCY, Newmarket, N. J.

NEW YORK.

DOREMUS & CO., Advertising Agency, 44 Broad
St., N. Y. Private wires, Boston, Phila., etc.

O'GORMAN AGENCY, 230 Broadway, N. Y.
Medical journal advertising exclusively.

ALBERT FRANK & CO., 35 Broad Street, N. Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.

NORTH AMERICAN ADVERTISING CORPO-
RATION, Woodbridge Building, 100 William
Street, corner of John, New York. A reliable,
"recognized" general advertising agency, con-
trolling first-class accounts. Customers pay a
fixed service charge on the net prices actually
paid by the Agency.

OHIO.

CLARENCE F. RUNEY, Runey Bldg., Cincin-
nati, O. Newspaper, Magazine, Out-door
Advertising. Printing, Design, Writings.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY,
(Established 1890),
925 Chestnut Street, Philadelphia.

FOLEY & HORNBERGER
Advertising Agents,
1308 Commonwealth Bldg., Phila.
"Less Black and White, and more Gray Matter."

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright,
catchy "ad ideas," magazine, news-
paper adv.

TENNESSEE.

R. A. DAVIS, Springfield, Tenn. Advertis-
ment writing, advising, planning, placing.

GREENWOOD ADVERTISING CO. (Incorpo-
rated)—Main Office, Knoxville, Tennessee.
Out-door advertising contracted for throughout
the South. Bulletin Printing, Wall Painting,
Cut Outs, etc. Distributing, Sign Tacking and
Curtain Painting.

CANADA.

IT'S surprising how much can be done in Can-
ada with a few papers well chosen and used
to best advantage. We solicit correspondence.
THE DESBARATS ADVERTISING AGENCY
Ltd., Montreal.

"How did you come to call that new
breakfast food of yours 'Persuasion'?"

"Why, don't you know, old man, Per-
suasion is better than Force!"—Direct
Advertising, Detroit.

Singer Bros.' Book of Specialties (Latest)

An illustrated catalogue contain-
ing the latest imported and domes-
tic novelties, specialties, cutlery,
optical goods, plated jewelry in all
its branches, and watches, whole-
sale only.

Don't be without it. Write for
it to-day, mailed free.

**SINGER BROS., 82 BOWERY,
NEW YORK.**

While helping itself to get more subscribers

The Sunday School Times

will help you and without extra cost.

During the next few months it will issue about a half-million extra copies. Its advertising patrons will get this extra value.

Your opportunity, while this is going on, is to have the use of about two million copies of

THE SUNDAY SCHOOL TIMES,

one and a half million regular plus a half-million extra, each copy being read by a man or woman deeply interested in what it has to set before them.

If you ask it, we will give full information to meet your special problem.

We Shall Be Pleased To Hear From You. 36

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

I Counsel With Advertisers

A number of years ago I began the pleasant work of counselling a large advertiser, and I am still serving him in the same capacity. Later other clients came to me, including some of the best known advertisers in the world. I have served them for more than ten years, and am still serving them, and I am editing the Christian Nation and also a well-known financial monthly.

I will furnish new copy, originate designs, edit house organ, or do any similar work.

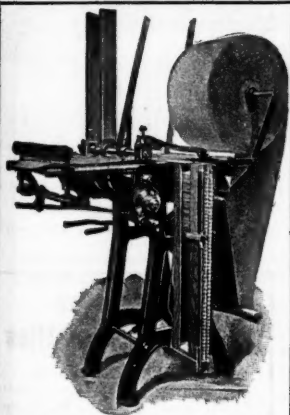
You can have the addresses of and talk with, or write to, any of my present clients.

My full page designs appear in all of the leading weeklies and magazines of America and Great Britain.

I furnish the idea for an original full-page advertising design or write one or more readers, aggregating about 1,000 words for from \$75.00 up. Special prices for smaller work or continuous service.

JOHN W. PRITCHARD

Pres. Christian Nation Pub. Co.
121 Tribune Bldg. New York, N. Y.



OUR AUTOMATIC ADDRESSING MACHINE.

SEND FOR CIRCULARS
**WALLACE AUTOMATIC MACHINE
ADDRESSING CO.,**

358 Dearborn Street, - Chicago, Ill.

WALLACE ADDRESSING MACHINES

NO TYPE USED.

USED BY

Printers' Ink, New York.
Butterick Pub. Co., New York.
R. G. Dun & Co., New York.
Cosmopolitan Magazine, New York.
C. E. Ellis Co., New York.
A. D. Porter Co., New York.
McCall Co., New York.
Home Life Pub. Co., Chicago.
Home Folks Pub. Co., Chicago.
Engineer Pub. Co., Chicago.
Popular Mechanics, Chicago.
Comfort, Augusta, Me.
Commoner, Lincoln, Neb.
Press Pub. Co., Lincoln, Neb.
Family Pub. Co., Milwaukee, Wis.
and many others.

WE OWN AND CONTROL ALL PATENTS

Covering the device which cleanses the stencil immediately after the imprint is made. This is the vital point in stencil addressing and absolutely necessary to insure continued clean, clear copy from the stencil during its lifetime.

We Do Addressing at Low Rates.

WALLACE & CO., 29 Murray Street, New York.

Repeat the Order —That's Enough.

Office of the *Topic*, PETROLEA, ONT., August 28, 1904.

Printers Ink Jonson, New York:

DEAR SIR—About March last I ordered 100 lbs. of news ink from you. Shortly afterward I wrote you to the effect that it was giving satisfaction. The keg is pretty near empty, and perhaps you would be interested in knowing what I think of it now. I'm busy, and know you must be, so I won't waste words. Inclosed please find express order for \$5. *Please repeat the order. That's enough.*

Respectfully yours,

P. H. McEWEN.

My news ink seems to be giving universal satisfaction, as I seldom have a complaint from it. Sometimes it may be too heavy or too light, but these are trivial kicks and are easily remedied. Send for my price list and compare it with what the credit houses charge. Money back if dissatisfied.

ADDRESS

PRINTERS INK JONSON,

17 Spruce Street, - - - New York.



"GOOD COPY."

Most advertisers use every possible means to make sure that they select the right mediums and pay the right price for space. Too many advertisers overlook the fact that the copy which goes into the space is the most important thing of all. The right sort of copy will pull one hundred per cent more responses than ordinary copy—think this over.

We want to hear from those advertisers who are willing to pay a fair price for the production of what we believe to be the best copy that can be produced by any advertising concern in this country. It won't do any harm to talk it over with us, anyway.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,
No. 210 The Arcade,

New York City.
Cleveland, O.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A crab floating on the surface of old ocean is not an object of either interest or beauty—not even when he carries a book in his claws and gaily waves a flag. However, if a crab is good to eat, we ought not to object to his picture, as he can't help his looks, and one of the best ways of advertising most things is to show a picture of them. Perhaps the crab is no exception to this rule.

In this advertisement of McMenamin's Deviled Crabs, marked



NO 1

No. 1, the crab hardly has an opportunity to adequately show up his chief points of ugliness. The trouble with this advertisement is not that it shows a picture of a crab floating on a wave, but is due to the fact that the design is all cluttered up with lettering. The lettering on the flag is not so bad, because it has a white background on which it stands out, but the lettering beneath the flag, on the book and beneath the book, mixed the

design up so badly that it is utterly spoilt.

It is a bad thing to cover a picture all up with lettering. Lettering has no business on a picture, unless it is separated in some way so that it will not mix the design up.

Some people seem to have a passion for plastering legends of all sorts all over a good picture. It spoils the picture and makes a bad ad.

In No. 2 these faults are avoided



NO 2

and obviously a more satisfactory result is obtained.

* * *

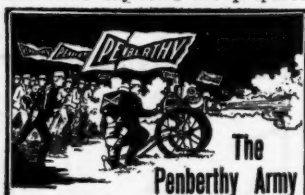
This little advertisement of the Penberthy Injector is a curious thing. It is a hard job to get an army with banners into a quarter page magazine ad, but if it is done, it ought to mean something. An advertisement of this kind should have a point to it. If there is no point, then the space given to the illustration might better be devoted to something else.

If the army were mowing down

competition, or doing anything else that would make a point for the Penberthy Injector, the idea would be all right.

The text informs us that engineers armed with Penberthy Automatic Injectors are prepared

that the compositor not only ran in several kinds of type, but made an earnest effort to display everything in the ad. This type confusion hurts the general effect very much, but isn't quite bad enough to ruin



The 350,000 Engineers armed with

PENBERTHY AUTOMATIC INJECTORS

are prepared to successfully meet and conquer any difficulties that arise in obtaining a perfect boiler feed.

The PENBERTHY sweeps all competition before it. It possesses the four essential qualities of an up-to-date injector—

Low Pressure, High Pressure,
Hot Water, Big Lift.

Write today for Penberthy Catalog.

PENBERTHY INJECTOR CO.,

Largest Injector Manufacturers in the World.
363 Holden Ave., DETROIT, MICH., U. S. A.

The Penberthy Bulletin sent 3 months free to any engineer.

to successfully meet and conquer any difficulties that arise in obtaining a perfect boiler feed.

The connection between the field of battle and a perfect boiler feed is a little too obscure and far fetched.

* * *

This Munson Steamship Line advertisement is pretty good. It is clear and clean cut, and its simplicity and strength made it stand

NOVA SCOTIA

THE LAND OF EVANGELINE

S.S. PRINCE ARTHUR

New York, Yarmouth and Halifax

YARMOUTH NEW YORK HALIFAX

out in the magazines in excellent shape. If a little more space had been given to the lady and a little less to the type, it would be an improvement.

Another thing that hurts it is



Don't Carry A Yoke

If your work seems drudgery—if you feel like a man in a yoke, you have not found your proper place in the world. To be successful your work must be congenial—work that you can put your heart into.

We can help you qualify, in your spare time, for promotion, or a more profitable occupation, or to commence work at a better salary than if you started without training. We do this through our system of training by mail. Our courses are inexpensive—

from \$10 up. Text books are furnished free. The booklet

"1001 Stories of Success"

gives a thousand and one examples of how our training has enabled our students to qualify for advancement, and for good salaried positions. This booklet will be sent free to all who fill in and mail to us this coupon.

International Correspondence Schools,
Box 816, SCRANTON, PA.

Please send me your booklet, "1001 Stories of Success," and explain how I can qualify for the position before which I have marked X

Advertising Writer	Bookkeeper
Show Card Writer	Stenographer
Window Trimmer	Electric Engineer
Bookie, Bookstems	Machinist
Architect	Civil
Illustrator	Surveyor
Cartet Designer	Mining Engineer
Wall Paper Designer	Building Contractor
Bookcover	Military Engineer
Civil Service	French with
Chemist	German
Com. Law for Clerks	Spanish
and Stenographer	Photograph

Name _____

Street and No. _____

City _____

State _____

the advertisement, although the man who set it up did his level best to do so.

* * *

The advertisements of the International Correspondence Schools

are usually interesting. Their series of ads which represent people in difficulties has attracted a great deal of favorable attention.

Here is an excellent one which is a good example of the entire series. The man burdened with the yoke is a whole advertisement, and a moral and financial object lesson.

* * *

Every man who makes machines, tools and such things seems to deem it absolutely essential that he put pictures of his goods into his advertisements. This practice is so universal that there must be some sense in it, although to the layman all devices of the same family look exactly alike, and it is hard to see how the picture of a

ENTERPRISE
FOOD CHOPPERS

Chop More
Wear Longer
and do
Better Work

GUARANTEED
to Chop RAW MEAT

SP-TIMED

No. 100, chops 2 lbs. of Meat per minute, \$1.50
No. 200, chops 3 lbs. of Meat per minute, \$2.25

FOUR KNIVES with each Machine - one each -







Fruit, Wine and Jelly Press
No. 34 - \$3.00

Extracts the Juice and Ejects the Pulp and
Breads in ONE OPERATION

Order from your Jobber Catalogue mailed free

The Enterprise Manufacturing Co. of Pa.
Philadelphia, U. S. A.

bolt or a screw, or a hand-saw is necessary in an advertisement. However, if our mechanical friends insist upon showing the products of their factories, the only thing to be done is to help them do it in an attractive way—which isn't an easy thing.


The Enterprise Food Chopper advertisement, reproduced herewith, is the familiar type of what may be called a mechanical advertisement. It is bad from about every possible point of view. It shows the food chopper and even


the knives which go with it, and, if that is what the advertiser was after, he has achieved his purpose.

In the advertisement of E. & J. Swigart, also reproduced here, the various tools and devices advertised are shown, but at the same time we have an interesting and dainty picture. This is a mechanical ad-


CONCENTRATION









E. & J. SWIGART, Cincinnati, Ohio

vertisement of the right sort. The advertiser has a chance to show his goods the way he wants to show them, and the artist has a chance to work in a pretty picture without monopolizing too much of the space. The result is distinctly good, and it is gratifying to note that in some of the leading trade papers advertisers are showing that they understand the value of interesting and attractive illustrations.

A SIMPLE ADVERTISING POLICY.

We of this present business are trying to revert to the earlier forms of advertising. The simplicity of our forefathers is replacing the overworked adjective and tired superlative. This policy, we think, makes for clearness and creates confidence.

We are purposely plain, careful and conservative in all of the printed statements about our merchandise. We want the article advertised, as examined, purchased and used, to be its own best advertisement. We want our customers to even feel that not quite all the truth has been told in the advertisement. For then the customer has that full-value feeling and is pleased. And of all forms of advertising the oldest form, by-word-of-mouth, is still the best. "A pleased customer is the best advertisement."—H. G. Selfridge & Co., Chicago.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

There's no patent on selling goods by mail, no reason why the small retailer who advertises should not do some business by mail, selling in that way goods that would otherwise be sold by his competitor in the nearest big city or the regular mail-order houses at a distance. It doesn't cost any more to add to each ad "Mail orders filled promptly," and, when the ad contains a good many items that can be easily and inexpensively shipped to nearby points it will nearly always pay to devote a few lines to an explanation of the ease and advantages of mail buying from a house that is not too far away to make prompt delivery and to exchange or refund without the provoking delays that often occur when buying by mail from far-away stores. It isn't necessary to have a big fat catalogue, but it's a good idea to inclose with each shipment a brief circular covering the store's policy as to exchanges, refunds, etc., and other circulars describing attractive goods for which mail orders are wanted. At frequent intervals circulars or letters should be sent to those with whom you have done business by mail as well as to those with whom you want to do a mail business, urging the advantages of trading by mail—the economy and convenience of it—and making a few special offers to get in touch with new customers and renew business relations with old ones from whom you have not heard for some time. There is a particularly good opportunity to do business along these lines just before Christmas, when an attractively gotten up list of attractive gift goods will bring you immediate business that can be handled at very slight expense, and, incidentally, introduce you to a great many people who will trade with you the year 'round. The best list of names you will ever get

will be the one you compile as you go along from those who write in response to your ads; but that will be a slow process, and it will be better to buy lists of taxpayers or voting lists from the town clerks of those towns from which you would like to get mail orders. It isn't necessary to cover a whole country at once; you can take up a town or two at a time, those most readily accessible, and the results of this campaign of concentration will determine whether it will pay to spread out. Make somebody responsible for the filling of every mail order. Insist upon the prompt acknowledgement and shipment of each one, on immediate notification if the goods are "out," stating when they are expected and asking whether you shall substitute other goods or refund the money. But don't often be out of things if you want your mail orders to amount to anything worth while, and don't ever ask the privilege of substituting without offering at the same time to refund the money.

If You Use This One, Cut Out the Present Heading, "Do You Realize," Which Means Nothing in Particular, and Start Off by Displaying the Rest of the Sentence, "Stove Time But a Month Away," Which Does Mean Something. Then Print a Few Prices.

Do You Realize

stove time is but a month away? Even now many are making preparations for winter, and not a few have selected their heaters with orders to deliver later.

For years we have been handling the "Radiant Home" and "Estate Oak" heaters. We know them to be good and can give them our strongest endorsement. All sizes are now on display, second floor, elevator.

VONNEGUT HARDWARE COMPANY,

120 and 126 East Washington Street,
Indianapolis, Ind.

Sensibly Said.

Duff's College

Is a progressive school. Business is taught by business men. Here the students become trained accountants, rapid writers, accurate calculators, good correspondents, accomplished stenographers and expert typewriters. Thorough preparation for business pursuits. Circulars to be had at college office.

Evening Sessions.
Sixth St. and Liberty
Pittsburg, Pa.

A Good One For "Odd" Trousers.

If your trousers have the trick of "crawling up" out of shape or if they are no longer a credit to your coat, come in and see our specials this week.

Fashion no longer demands that the trousers should be of the same piece as the coat.

Here are 22 different patterns—can suit all tastes and all legs—\$3.50, \$4.00, \$5.00.

W. W. MORGAN & M. C.
ROSS CLOTHING CO.,
1121-1123 Grand,
Kansas City, Mo.

One of Those Good Shannon Ads From a Paper in Which a Poor Ad Seems to be the Exception—the Philadelphia Evening Bulletin.

One Way to Economize

Is to do your own shaving. If you need shaving three times a week you save 45 cents, and numerous tips.

Shannon's Dollar Razor will save you \$25 in a year. Ask any of the thousands of users.

If you haven't the knack of using a long bladed razor get a Gillette Safety Razor. It has 12 double edge blades, each good for 20 shaves. 240 shaves without sharpening, \$5.

Our Traveling Case is a handy outfit. Contains safety frame, two blades, shaving soap, brush, comb and cosmetic. Complete for \$5.

Star Safety Razors, for a safe clean shave \$1.25.

SHANNON,
Hardware,
816 Chestnut
Philadelphia, Pa.

For the Fall Rejuvenation.

Let Us Fix Your Furniture.

Don't destroy your old furniture because it is shabby. Send it to us and we'll make it look good as new again.

We frame pictures and show you 100 designs to select from.

E. W. DUNKLE,
352 West Chestnut St.,
Washington, Pa.

Timely.

The Brighton Fruit Press

is the very thing for extracting juice for making jelly or fruit juices. No. 2 is the usual family size and sells for \$1.75.

Silver's Fruit Press, much smaller but very satisfactory is only 35 cents.

Preserving Kettles in all sizes.

JOHN W. SEAMAN,
Washington, Pa.

This One Has the Merit of Being Different From the Usual Real Estate Ad, but "The McPherson Mansion" as a Headline, Would be Quite as Strong Without Risk of Offending Even the Extremely Pious.

Chapman's "Ad."

Next to a "Mansion in the Skies," is the McPherson Mansion with 800 acres of choice land, situate in Livingston County at the most fertile point in the Genesee Valley. Outside the "Garden of Eden" this is probably one of the best farms ever offered for sale. The big residence alone cost 25,000; an ideal spot for a country gentleman to live in luxurious comfort. From 25 to 800 acres may be purchased with the mansion and barns. The land not sold with the main buildings will be sub-divided and sold in smaller farms.

Our list of small and medium sized farms and village homes is always open for inspection to prospective purchasers.

Money to loan.

CHAPMAN'S REAL ESTATE AGENCY,
43 Main St., Opp. P. O.,
Le Roy.
(Both Phones.)

It's Most Always Possible to Make a Strong Contrast Between List and Net Prices, but Not Always Good Business to Do So.

A Good One for the Day After a Heavy Rain Storm.

Extremely Low Prices for Sewing Machines.

It pays the woman who has her sewing done at home to own a first-class sewing machine. By this we mean one that turns out good work quickly, not a machine in a fancy case. If you think with us, note this comparison of prices, our prices and the general market prices on sewing machines, before you buy:

- \$18 for machines that list at \$40.
- \$22.50 for machines that list at \$50.
- \$25.00 for machines that list at \$60.
- \$27.50 for machines that list at \$65.00.

JOS. HORNE CO.,
Pittsburg, Pa.

Good From Start to Finish.

Walking Skirts.

These are the days that call for something firmer, snugger, and fitter than the light Tub Skirts that have been doing duty during June and July. To meet the call, here are a hundred Walking Skirts, just received from our buyer who is now in New York. Slightly, sturdy stuffs, hefty enough for early Fall wear and not too weighty for the coolish days that are sure to slip in between August and September.

Walking Skirts made of brown, black and blue plain and camel's-hair serge—seven gores, a wide tuck covering each seam, falling loosely and finished at the knee-line with self-tabs.

Walking Skirts made of grayish mixtures in dim plaids—choice mannish fabrics—seven gores, flat seams with double plaits let-in below the knee.

\$5 would be a very fair price for such styles and qualities. We've never offered better ones at that figure, but these are to be sold at \$3.50.

CHAMBERLIN JOHNSON-
DU ROSE CO.,
Atlanta, Ga.

Did You Have a Raincoat or Topcoat to Wear Yesterday?

Needed it badly, did you not? Why delay buying, when every day for the past month and probably for the next six weeks you'll have constant use for one?

Think of the comfort to be derived from having the right clothes to wear on a rainy day or a cool day. A coat that makes you independent of changeable weather.

Start out on a cold day, and though it rain before you can get home, your coat affords you perfect protection.

R. & W. Raincoats are the best—\$12, \$15, \$18, \$20 and \$22.50.

Schloss Topcoats are the best—\$10, \$12, \$15, \$18 and \$20.

JACK HART,
Washington, Pa.

This One for a Clothier Ought to Help Some.

To Mothers

You know, perhaps, by this time, that a growing boy, 12 to 18 years old, is very hard to fit. The "awkward" stage, clothiers tell you, can't be helped. But a great part of this awkwardness isn't due to the boy at all, but to the clothes he wears. Makers sort of took it for granted that a growing boy couldn't be fitted well and didn't try.

For some time we have been giving this matter very close attention and if you want to see how your boy looks in clothes that fit, bring him in any day and let us put a new fall suit on him.

Double and single breasted, two-piece and three-piece. New styles are handsome. \$2.50 up to \$6.50.

WERTHEIMER & CO.,
One Price Clothiers, Hatters
and Furnishers.

42 South Main Street,
Washington, Pa.

An Excellent Introduction for Cut Prices; and Easily Adaptable to Many Other Lines.

Linen Specials.

There is no really good reason why we should cut prices on this stock because we shall have to pay more when we re-order; but it is not our policy to allow any goods to linger or salespeople to stand idle when a shearing of profit will make a busy counter. That accounts for Monday's advantageous prices told of below.

NACHMAN & MEERTIEF,
Montgomery, Ala.

Not New But Very Good for a Store Whose Clientele is Not Averse to Things into Which the Element of Lottery Enters.

Appel's 25-cent Prize Package Sale.

This week, Friday, at 2 o'clock p. m., in the basement.

500 packages, each containing merchandise to the guaranteed amount of 25c., will be placed on sale at, each, 25c.

You take your choice of any in the lot; only dependable merchandise will be enclosed in these packages, such as Hosiery, Underwear, Lawns, Calicos, Muslin, Dress Goods, Laces, Ribbons, Millinery and the like. We will guarantee each package to contain at least 25c. worth of merchandise, but many will contain more.

Inside these packages ten \$1 bills will be enclosed, one to each of ten packages. If you were born under the Lucky Star, your selection ought to be a prize package; if you were not born under any particular Omen of Good Fortune, you will get a big money's worth anyhow.

This sale is the third of its kind; it has proved popular with the people, because they have always received their money's worth. Remember the day and hour; Friday, Aug 12 at 2 o'clock.

APPEL'S,
Rockford, Ill.

American Fence

is a good Fence. Because it is made from the best open hearth steel—Because it is heavily and evenly Galvanized—Because it can be perfectly stretched over uneven ground—Because the heavy stay wires are Hinged at every joint and it always keeps smooth and straight. American Fence is a good Fence to buy—Because, while it is heavier and more durable than any other, it Costs Less Money. I sold over five carloads last year and am going to sell seven carloads this year. The high quality of the Fence and the Low Price will do the business. Two or three carloads always on hand.

B. H. TABER,
Richmond, Ill.

Novelties Like the Refrigerator Basket are Nearly Always Good Sellers, and It's a Good Thing to Show That You are Right up to Now by Advertising New Things.

The 'Hawkeye' Refrigerator Basket, \$3.25.

This basket best solves the problem of keeping a good lunch good. Has no superior for outings, traveling, for the sick room, office, etc. Constructed of the toughest finished rattan, with asbestos and hair-felt packing metal lining. Ice compartment maintains an average temperature of 58 degrees for 24 hours. Watertight, moisture-proof, non-rustable. Price \$3.25. Inspect it.

A Gas Toaster Special.

A practical and satisfactory bread toaster, such as is regularly sold at 40c. An advantageous purchase enable us to price them at 25c.

More \$1 Bath Sprays, 75c.

If you have delayed securing a good bath spray, you may obtain one now. Another shipment of these sprays—white rubber, with large nickel nozzle, 75c.

DULIN & MARTIN CO.,
1215 F St. & 1214-18 G St.,
Washington, D. C.

RAISINS VS. REASONS

Mr. E. Katz, a New York Special Agent in a letter published on page 42 of **PRINTERS' INK** for September 7th, directs attention to the difference in the character of the circulation ratings accorded by Rowell's American Newspaper Directory to the two daily newspapers published at Fresno, California. Mr. Katz says:

I note that in the American Newspaper Directory for 1904 the *Democrat* is rated for 1903 "Z-4-6-H," which is explained as follows: "Z (4-6) indicates that a communication received, in answer to an application for revision or correction of the circulation rating accorded to the paper, fell short of being a satisfactory circulation report because (4) not given with sufficient attention to detail, (6) did not cover the issues for a full year."

"H" means that the circulation exceeds 2,250 copies.

In the same issue the Directory accords a rating for the *Morning Republican* of Fresno, for 1903, showing an average of 3,160 copies daily. Since then the *Republican* has increased its edition to 6,200 copies daily, which is nearly two and one half times as many as the *Democrat* is credited with.

Commenting further upon a paragraph that appeared in the August 31st issue of **PRINTERS' INK**, wherein it was stated that a representative of the *Democrat* travels 12,000 miles yearly and sends a card ahead announcing that he is coming "with *rasins* from San Joaquin Valley and *reasons* why advertisers should cover this rich district" and has thereby built up a splendid for-

sign patronage for the *Democrat*, Mr. Katz says:

Advertisers should not be fed on raisins which are raised in Fresno County, but on facts as they exist; and every local advertiser in Fresno will tell you that the *Republican* is the publication of Fresno County.

Mr. Katz proceeds to say further:

I also wish to state that the Fresno *Republican* is on the Roll of Honor in **PRINTERS' INK**, and that the *Democrat*, according to the rules of **PRINTERS' INK**, could not be placed on the Roll of Honor even if they were willing to pay ten times the rate that **PRINTERS' INK** charges under that heading.

The representative of the *Democrat* will no doubt try to fill the general advertiser with "hot air" and raisins, but he can give no good reason why he should use the Fresno *Democrat*, which has no standing in the American Newspaper Directory.

Some indication that Mr. Katz is not without solid ground to stand on, is found in the announcement that follows the description of the Fresno *Republican* in the latest issue of the American Newspaper Directory, which reads as follows:

Publisher's announcement—The Fresno, Cal., *Republican* is by far the best newspaper published in Fresno County, which now has a population of 40,000 people. The *Republican* has been established since 1887, and wields a power and influence in that section second to none. Fresno raises the largest raisin crop in the United States. The raisin crop and other products raised realized \$11,000,000 in 1903. The *Republican* now guarantees a sworn average circulation exceeding 6,200 copies daily, or three times the circulation of any other paper in Fresno.

To those familiar with the differentiated circulation ratings in Rowell's American Newspaper Directory, they tell an interesting story.

That is why the book sells for ten dollars, and is highly prized, while other Directories furnished free find their way to the old paper heap.

The 1904 edition of Rowell's American Newspaper Directory is now ready for delivery, and the edition is already nearly exhausted.

Price Ten Dollars—Net Cash.

Checks may be made payable to

CHAS. J. ZINGG, Business Manager, 10 Spruce St., New York.